



How Advertising Is Selling

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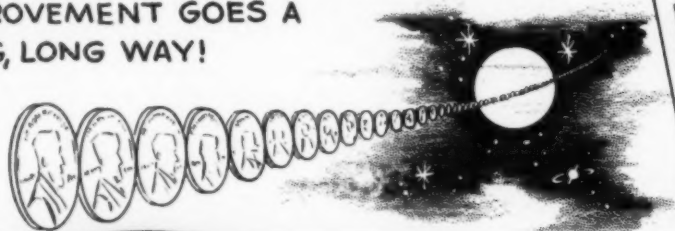
McCall Says No to Mr. Hearst GEORGE BENNEYAN 68



Foundry Facts!

A ROW OF PENNIES PAST THE MOON!

THE \$250 MILLION FOUNDRIES INVEST ANNUALLY IN PLANT EXPANSION AND IMPROVEMENT GOES A LONG, LONG WAY!



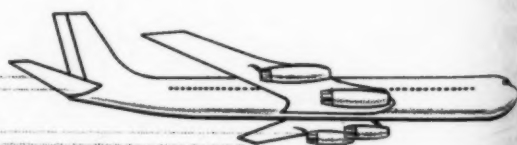
DOUBLED IN THE PAST SEVEN YEARS!



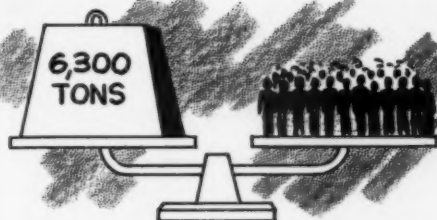
THERE ARE NOW 1,500 ELECTRIC INDUCTION FURNACES IN THE FOUNDRY INDUSTRY... OVER TWICE AS MANY AS 7 YEARS AGO... REPRESENTING ABOUT 17% OF ALL USED IN METALWORKING!

6,000 FOUNDRIES WROTE THIS REPORT!

TELLS THE VOLUME, DISTRIBUTION AND AGE OF EQUIPMENT IN OVER 6,000 FOUNDRIES OF ALL SIZES AND TYPES. AN INVALUABLE AID TO PRODUCTIVE SALES PLANNING. WRITE FOR YOUR FREE COPY TODAY!



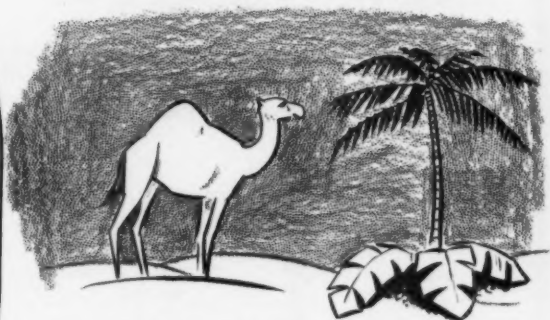
IT WOULD TAKE 586 BOEING JETS... TO BRING ALL THE FOUNDRY STUDENTS TO A CONVENTION-- OVER 63,000 ENGINEERING STUDENTS HAVE TAKEN FOUNDRY COURSES IN FOUNDRY EDUCATIONAL FOUNDATION SCHOOLS SINCE 1947. 1,800 HAVE DIRECTLY ENTERED THE FOUNDRY INDUSTRY.



12,600,000 POUNDS OF KEY BUYING INFLUENCES!

YOUR ADVERTISING TALKS TO 80,000 MEN IN **FOUNDRY** ... AND THEIR PLANTS REPRESENT **98%** OF THE INDUSTRY'S MELTING CAPACITY.

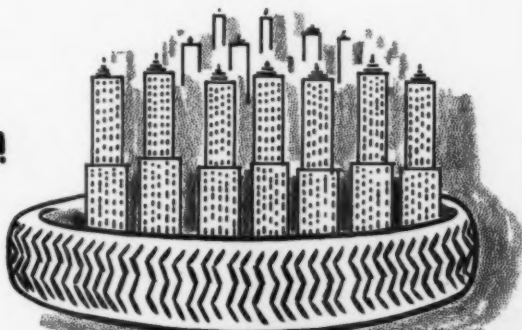
A DESERT OF MOLDING SAND WEIGHING 8 MILLION TONS!



THAT'S HOW MUCH NEW CORE AND MOLDING SAND FOUNDRIES BUY ANNUALLY ... VALUED AT BETTER THAN 30 MILLION DOLLARS!

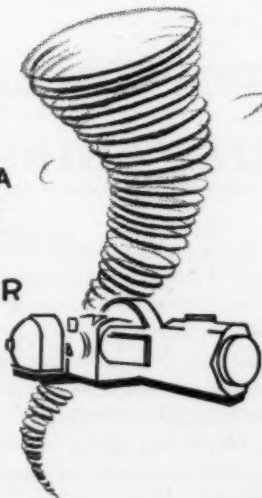
A TIRE ENCIRCLING OVER 7,000 EMPIRE STATE BUILDINGS!

... IF THE TIRES ON THE FOUNDRY INDUSTRY'S 15,000 TRUCKS WERE MADE INTO ONE MAMMOTH TIRE!



A MAN-MADE TORNADO

YOU COULD BLOW UP A MIGHTY BIG TWISTER WITH THE FOUNDRY INDUSTRY'S 11,000 AIR COMPRESSORS... REPRESENTING 14% OF THE TOTAL MARKET IN ALL METALWORKING!



THE BUSINESS MAGAZINE OF THE \$6½ BILLION METAL CASTING INDUSTRIES

FOUNDRY

BPA

NBP

A PENTON PUBLICATION

PENTON BUILDING • CLEVELAND 13, OHIO



***Where every advertising dollar delivers more management readers**

Consider, for example, the important field of technical and operating management. Here you'll find the prime movers behind America's technical and production achievements.

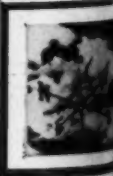
A recent survey conducted among production, engineering, purchasing and general management executives within large metalworking companies (listed in the Dun & Bradstreet Metalworking Directory) proves that *Newsweek* is read by more of these influential executives per advertising dollar than is any other newsweekly.

Why do so many management men read *Newsweek*? First, because they prefer not opinion, but fact—and *Newsweek* reports the news fairly, without prejudice or distortion. Second, because they have interests in many fields outside of business—and *Newsweek* covers the complete spectrum of the news.

Every advertising dollar in *Newsweek* delivers more of these top-responsibility, top-income people. Shouldn't your advertising dollars be in *Newsweek*? Ask your agency.

The world-wide newsweekly for communicative people

Newsweek



Mediascope

published by Standard Rate & Data Service, Inc.

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COVER

Ben Wells, vice president for advertising and sales, Seven-Up.

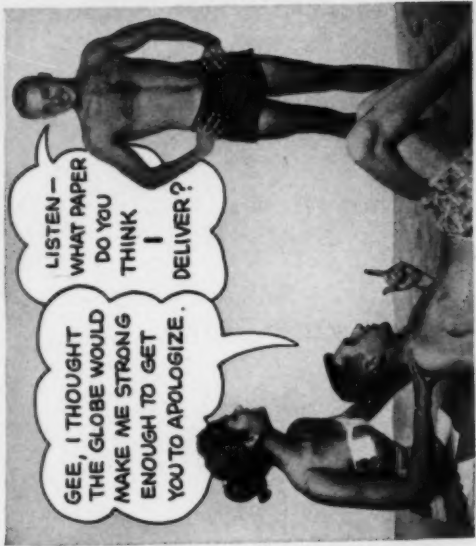
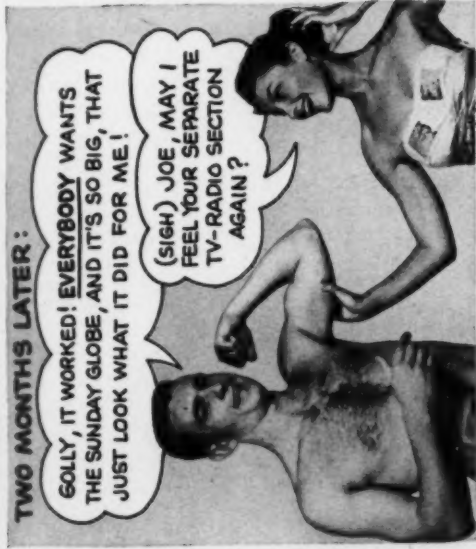
SUBSCRIPTION RATES AND QUALIFICATIONS

For qualified people in media-buying in U. S., its Possessions and Canada: \$3 a year, \$5 two years, \$7 three years. All other countries \$6 a year, \$10 two years.
For people outside the media-buying function (publishers, time and space salesmen, associations, research organizations, etc.) in U. S., its Possessions, Canada: \$7.50 a year. All other countries \$10 a year.
Subscription orders must show name and title of individual, name of company, and nature of company's business. Publisher reserves right to refuse non-qualified subscriptions.

MEDIA/SCOPE is published exclusively for those people with advertiser companies and advertising agencies engaged in or contributing to the media-buying function.

MEDIA/SCOPE is published monthly by Standard Rate & Data Service, Inc., 5201 Old Orchard Road, Skokie, Ill. Printed in U. S. A. Accepted as controlled circulation publication at Lafayette, Ind., and Skokie, Ill. Copyright 1960 by Standard Rate & Data Service, Inc. Change of mailing address must reach Circulation Department two weeks in advance of publication date.

• Boston Globe turns 96-page weakling into Boston Strong Boy



Friend, unless you're solid muscles between the ears, there's a message in this for you. The Boston Globe is Greater Boston's biggest Sunday paper by far — biggest in size and biggest in circulation. We've got the opposition KO'ed. More people — more people by better

than 100,000—read The Globe on Sunday. (Which proves our point, if you think about it, that the Morning Edition of the daily Globe and the Evening Edition have practically no duplicated circulation.) Next time you're scheduling New England, try our Sunday punch.

A Million Market Newspaper
NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO

The Boston Globe gives you more of everything... especially readers

MEMO TO MEDIA:

"PLEASE SEND AND BILL . . ."

One of the sure guides to a publication's value to its readers is their reaction to editorial material in the form of purchasing reprints. If this reaction is strong and does not represent artificial stimulation of reprint purchases via the personal publicity route, then obviously the magazine's readers are finding the editorial fare worthwhile and are making use of it.

As one might expect because of Media/scope's concentration on material which must be of use to its readers, the response in terms of reprint purchases has been strong and consistent. This editorial concentration is the more effective in that Media/scope's editorial is slightly more than fifty per cent staff written in terms of original material, and completely staff written in terms of rewriting submitted or commissioned material for its special audience.

More important than the high number of reprint requests received is the significance of the material ordered. For example, Media/scope's check lists for advertising buyers when analyzing specific media. Extra copies of these check lists are continuously ordered. They are important because they contribute to more careful, more thoughtful and better organized planning in the purchase of space and time, an end desired by both buyer and seller.

To single out one important check list let us examine the check list for budgeters, the marketing plan approach to advertising appropriations, which appeared in the August issue. This check list did not exist anywhere before Media/scope's editors compiled it. They had ample help from others all of which is acknowledged in the issue, but it took Media/scope's editors to recognize the need to get up a head of steam on the project and to carry it through.

One immediate result was a request from B.B.D.O. for 110 copies of the check list for distribution to their "top brass". This order has since been increased to 150.

Orders from other important agencies were received ranging from single to multiple orders. The New York and San Francisco offices of J. Walter Thompson, Campbell-Ewald, Young and Rubicam, San Francisco, Benton and Bowles, C. J. LaRoche, D. P. Brother and Co. and Kelly Nason were among the agencies.

(Over)

The advertisers were, Ford Motor Company, Grove Laboratories Inc., Corning Glass Works, Cheek Full O'Nuts, Eko-Alcoa Containers, Mobil Oil Co., Chesebrough-Pond's International Ltd., United States Rubber Co., Armstrong Cork Co., General Automatic Products Corp., Collier Carbon and Chemical Corp., Illinois Bell Telephone Co., Santos and Co., Stanley Home Products, Spencer Chemical Co., Ludlow Textile Products, Johnson and Johnson, Fansteel Metallurgical Corp., Pepsi-Cola Co., Roberts Electronics Inc., Chesebrough-Pond's Inc., Schweppes, Skil Corporation, Knudsen Creamery Co., The Mead Corporation, Empire Brushes Inc., American Brake and Shoe Co., The Creamery Package Mfg. Co., Bear Brand Hosiery Co., Sicks' Rainier Brewing Co. and others.

Note the range of interest in the subject of budgeting. It covers agency and advertiser, consumer and industrial company and national and regional product interest.

Over one thousand check lists have been sold thus far on this subject of budgeting.

In the serious business of considering where your medium's promotion money may best be spent to produce results in 1961, consider a full schedule in Media/scope, the magazine whose sole aim in life is to help advertisers select media and markets and buy advertising more effectively.

Sincerely,



A. W. Moss
Assistant Publisher

(This insert appears only in those copies going to our complimentary list.)

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Ephraim
George A.
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Janet A.
Jedith R.
Lincoln
H. P. A.
ADVE
ward T.
Thomas
James L.
F. LeRoy
John E.
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BUSIN
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5201 Old
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York
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420 Lexi
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Murray
SOUTHW
James I
525 Exchan
Dallas
Fleetwo
PACIFIC C
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MEDIA/SCOPE

Serving the buyers of advertising
Published monthly by
Standard Rate & Data Service, Inc.

EDITOR

Roger Barton

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Ephraim A. Lewis, *Associate Editor*
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John F. Klatt, *Associate Editor*
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EDITORIAL AND BUSINESS OFFICES

PUBLISHING & EXECUTIVE OFFICE
5201 Old Orchard Road
Skokie, Illinois
Yorktown 6-8500

MAIN EDITORIAL & SALES OFFICE
420 Lexington Avenue
New York 17, New York
Murray Hill 9-6620

SOUTHWESTERN OFFICE
James H. Cash Co.
585 Exchange Bank Bldg.
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From the Publisher's Notebook



WHAT, EXACTLY, DO YOU MEAN?

In this space last month ("New Words To Conquer") it was suggested that the buyer of media must become familiar with the new nomenclature of research. He must know the meanings and the concepts behind the meanings of words and terms such as "qualitative analysis," "aided recall," "projective techniques." This is because these terms, relatively new to buyers of space and time, are nevertheless important to them in connection with the evaluation of media.

However, it is as important for persons associated with the buying of media to come to agreement upon many other terms which do not have such specific scientific meanings, but which are widely used in the advertising business. I refer to "impact," which may mean one thing to one person and something else to another. Or, what, for instance, is "audience"? There are many usages of this term, as "average audience," "audience duplication," "share of audience," "total audience," and others. Or, what does "rebate" mean? There are at least four major definitions of this term.

We have all observed that much argument could at times be avoided if the disputants first discussed the meanings of the terms basic to their arguments. How often we have found that debates are never joined because the two parties to the debate are talking about different things! Recently, I heard of a situation in which an agency and its client suffered rather strained relations because in an important presentation the agency thought an important term had one meaning and the client thought it had quite another. It took a bit of probing by the account executive to discover what the source of the strained relationship was, and both client and agency were surprised to find it was merely lack of a mutual understanding of a term commonly used in advertising.

The importance to those in advertising of a common acceptance of the meanings of terms rather widely used prompted MEDIA/SCOPE to start in January its "Dictionary of Terms Useful to Buyers of Media." This dictionary will be concluded in our December issue. Later it will be issued as a booklet for the use of anyone who wants it.

The compilation of this dictionary has been a tough task. It necessitated first the collection of hundreds of terms and their definitions. Then it was necessary for members of the MEDIA/SCOPE staff to debate the meanings among themselves, and seek to arrive at reasonable definitions. Next, the definitions were submitted to persons in advertising and research whose judgments on the terms seemed worth seeking. The high readership that the Dictionary has received and the many requests for copies of definitions so far published seem to attest the basic value of the effort.

"What is truth?" said jesting Pilate, and would not wait for an answer." However, we in advertising must always be patient to find the truth, or at least the nearest possible approximation to it. One of the first steps in this process is a general agreement on terms that we use in our everyday business.

Walter E. Botthof

MORE L



LISTENERS*

than all other stations combined



The Big Chief can always attract a big, attentive audience . . . but nothing like WCCO Radio with more listeners than all other Minneapolis-St. Paul stations combined!

Besides, WCCO Radio has top acceptance with a tremendous tribe . . . 1,022,610 radio families in a 114-county basic service area.

Watch your Big Chief smile when you add WCCO Radio's lowest cost per thousand . . . less than one-third the average cost of all other Twin Cities stations. It's a powerful way to take command of a major market.

WCCO RADIO

**Minneapolis
St. Paul**

- Northwest's only 50,000-Watt 1-A Clear Channel Station

- Source: Nielsen Station Index, July-August, 1960
6 A.M.-Midnight,
7-day week.

Represented by

CBS RADIO SPOT SALES



320 issues and 249,000 cars later.

The first advertisement for the Ford Thunderbird ran as a color spread on August 16, 1954, in a brand new weekly magazine called **SPORTS ILLUSTRATED**.

It was the first time the public had ever seen or heard of the Thunderbird, developed by the Ford Motor Company in response to America's heightened sophistication in car-styling. The car had not yet been shown anywhere, except behind closed doors at industry meetings. The ad listed no price or delivery date. Nevertheless, the

Advertising Director of **SPORTS ILLUSTRATED** wired a random list of about 100 of the nation's 6700 Ford dealers, asking them to reply what effect, if any, the advertisement had on showroom traffic, customer interest, and advance orders.

A sheaf of wires began to come back. Within a few days, there was unmistakable and exciting evidence that *these 100 dealers alone* had taken orders, in many cases with cash deposits, for more than a quarter of a million dollars worth of Thunderbirds.



Since then, of course, the name Thunderbird has passed into the language. More than 249,000 cars have been sold.

Was this amazing success merely a one-in-a-hundred case of a perfect meeting between product and advertising medium? Hardly—for since then in addition to 37 pages of Thunderbird advertising over the years, **SPORTS ILLUSTRATED** now carries advertising from every division of Ford Motor Company except two (Comet and Mer-

cury) every division of General Motors, every division of Chrysler Corporation, Rambler, Lark, and almost every foreign car that is advertised in the U.S. More than 700 firms now use **SPORTS ILLUSTRATED**'s advertising pages, and many of them have success stories that in their own ways are equally as dramatic as that of the Thunderbird.

A more accurate observation might be that three of the most important growth forces in America have had their reflec-

tions combined in a single magazine: the growth of family incomes, particularly in the over \$10,000 brackets; the growth of opportunities for all kinds of recreation; and undreamed-of growth of the suburbs in the past decade.

And thus in 1960, **SPORTS ILLUSTRATED**'s circulation has more than doubled, since the issue which carried that eventful first Thunderbird ad; and since 1955 its advertising revenue has increased fivefold.

Sports Illustrated

circulation now nearly 950,000 weekly

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Scope on Media

A LOOK AROUND AND A LOOK AHEAD

SRDS BUYS BARNARD, ADDS DATA PROCESSING

Standard Rate & Data Service has extended its service area to include electronic data-processing. This has been accomplished through the purchase of Barnard, Inc., 20-year-old tabulating and research service in New York. Says C. Laury Botthof, president and publisher of SRDS: "This step puts us two years ahead of the schedule in our planned development of automation and electronic data-processing techniques."

The Barnard organization will continue as a separate entity within the SRDS corporate structure. Phillip Wenig, vice president of SRDS, research division, and research director of MEDIASCOPE, is now also general manager of Barnard.

Barnard's services to present and future clients are in four major areas: standard IBM accounting (inventory control, pay rolls, sales control); research data processing (IBM card punching, sorting, tabulating); special computer programming (actuarial tables, pension planning); media analysis through electronic computers (Matec systems developed by Barnard). Under this latter system, advertisers can secure detailed analysis of media expenditures within defined sales areas, from data that are now available on IBM decks. The reach of an advertising plan, for example, can be expressed in total and by media-class dollars for each sales area. Or a complete market analysis can be secured by Metro Area ranking as defined by SRDS in its Consumer Market Data (population, consumer spendable income, retail sales in total and in product categories, etc.).

Also offered by the new SRDS subsidiary are consumer studies by mail questionnaire or personal interviews, and readership studies using the Advertising Impact Measurement technique developed by SRDS.

FTD MEDIA TEST

Following submission of his article to this issue of MEDIA/SCOPE, ("Which Medium Sold The Most Flowers?") Dr. Jaye S. Niefeld described the Florists' Telegraph Delivery media test before the Media Research Discussion Group of the American Marketing Association's New York Chapter. Comments on the research design

were then given by H. Nevin Gehman, vice president, media services division, McCann-Erickson, and Marvin Baiman, manager, research projects, NBC.

Both applauded FTD's pioneering in media testing, but offered the following points for consideration:

What FTD apparently needed most, since the service is well known, was repeated reminders to "Say it with Flowers." Frequency. The outcome of the tests seems to bear this out. Thus, outdoor, which made the best showing, delivered a frequency of from 18 to 24 during the period it was used. Radio, which came in second, provided a frequency of three, television, two, and newspapers, one.

Therefore, television and newspapers may have been placed at a serious disadvantage in this test because of the manner in which they were used. In the case of TV, the message took the form of minute announcements rather than a greater number of IDs for the same money. ID's would have provided frequency, whereas, since the service is well known, it hardly needed a full minute of explanation.

NEW FIVE-PAPER BUY IN TEXAS

Another newspaper combination designed to give regional coverage in one buy has been put together in Texas. Like the Georgia Group (see MEDIA/SCOPE September 1960), The Texas Group has been organized by The Branham Company; and is offered at a group open rate—11 cents below the total open daily rate for the newspapers involved. They are the Beaumont *Enterprise and Journal*, the Dallas *Times Herald*, the Fort Worth *Star-Telegram*, the San Antonio *Express and News*, and the Houston *Chronicle*. Open rates for the group are \$2.50 daily and \$2.41 Sunday, plus further discounts for bulk-frequency. Made available is a total combined circulation of 874,260 in 153 counties. The Fort Worth *Star-Telegram* will be represented by Branham for the combination buy only; but the other four newspapers are regularly represented by Branham. Also available as an optional buy in the Texas Group is the Corpus Christi *Caller-Times*. Success with the regional group in Georgia prompted this application of the same idea in Texas. Industry sources expect

Scope on Media

the trend to regional combinations in the newspaper field to continue. Not only do the combinations offer desirable regional coverage, but they also facilitate space buying by reducing paper work and combining local buys into an attractively larger dollar package.

HOUSTON CHRONICLE DISCOUNT PLANS

The Houston *Chronical* (one of the papers in the Texas Group) believes that it has the answer to "agency and manufacturer requests for a more equitable rate structure and incentive plans for national advertising." It moves on November 15 to a new rate card that includes provision for two kinds of discounts for national advertising: frequency or bulk, contracted on a 12-months' basis.

Discounts up to 20 per cent may be earned under the frequency plan, open to users of 100-line or larger advertisements (with per cent discount depending on the size of advertisements used). There will be six frequency categories in a contract year: 5-time, 10-time, 20-time, 30-time, 40-time, and 50-time.

Discounts up to 10 per cent may be earned under the bulk linage plan, open to users of 2400-line or larger advertisements. The advertiser cannot operate the same account on both a frequency and a bulk discount contract. Color charges are included under the plan.

PLUS VALUE IN FOREIGN CIRCULATION

More interest is being paid currently to the circulation overseas of American trade and professional magazines. Several industrial advertisers take this type of "overflow" circulation into their media planning now; and the new interest has prompted *Petroleum Week* to add a domestic-foreign run split for advertisers, available in one issue per month starting January 1, 1961. Advertisers can run one advertisement in the U.S. edition (41,000 paid) and another advertisement in the overseas edition (6,000 paid), at an extra plate charge of \$150. Foreign advertisers with headquarters outside the U.S. and Canada can buy space in the overseas edition only (\$300 for a black-and-white page).

Now that American industrial concerns are looking with new interest at markets in other parts of the world, the relatively small circulations that travel overseas take on much larger importance. This was pointed out by Robert E. Lewis, president, Sylvania Electric Products, Inc., in a talk before the Association of Industrial Advertisers earlier this year.

He urged industrial advertisers to take advantage of the "cumulative effect of 1,500 technical and trade publications cutting across every segment of foreign economies." He suggested that when foreign audiences are taken into account, longer lists and greater frequency might be required. He also suggested that copy in U.S. publication

advertisements be reviewed to make sure that it is attractive to foreign buyers as well as local customers.

The plus factors: Foreign markets are hungry for news of industrial developments in the U.S. They read the ads. The overseas circulation of American business publications is highly selective, he said.

MORE LOCAL NEWS ON RADIO

Local radio continues to develop as a medium of information rather than entertainment. This is evident in changes in programing among CBS Radio affiliates that go into effect November 20. The network's Program Consolidation Plan (PCP) has been revamped, with news and unscheduled news events replacing the old, heavy diet of soap operas. Furthermore, at the request of affiliates, the present 30 hours of network shows will be cut to 24½ hours in order to make way for the local station's own information shows—news in particular. The new package provides for 10 minutes of news on the hour and five minutes of information on the half-hour coming from CBS; but most stations will exercise an option of cutting into the 10-minute news shows with 2½ minutes of local news. Local radio stations have built their own news staffs to the point now where it is not uncommon for them to have 12 or 14 local reporters. Some of them have stringers in local communities who telephone their stories.

Sports, including local sports, has become a principal local program ingredient, almost entirely sports Saturday afternoons. The result for space buyers is greater opportunity than ever to use radio as a medium of great local personality performing a serious news and education function.

NO SUMMER SLUMP

Most recent evidence of business publication strength at all seasons of the year comes from Roy Eastman and The Eastman Research Organization. His field force calls on the readers of business publications all year, and they report, among other things, on the percentages of publication readers whom they are able to interview. It seems reasonable to assume that those whom the readership scoring interviewers can reach are also available to the publication's advertisers at the same time. How big then is the "summer slump" as reported by Eastman's researchers? *It isn't!*

The whole thing is a fiction, according to Mr. Eastman's research. The variation from normal contact of his interviewers is less than 2 per cent in any season. If business publication audience is just as large in the summer as at any other time, the opportunity to dominate in the alleged "off" season seems good indeed.

McCALL'S

first magazine for women

A SUMMING UP

(All the figures are official and may be checked with the Audit Bureau of Circulations statements for the period ending June 1960.)

THE CIRCULATION RECORD

SINGLE COPY SALES (Average Issue)

	1st 6 months 1959	1st 6 months 1960	Average Issue Increase Over 1st 6 months 1959
McCALL'S	1,405,453	1,638,143	+ 232,690
Ladies' Home Journal	1,607,372	1,693,279	+ 85,907
Good Housekeeping	937,340	943,680	+ 6,340

SUBSCRIPTIONS (Average Issue)

	1st 6 months 1959	1st 6 months 1960	Average Issue Increase Over 1st 6 months 1959
McCALL'S	4,086,119	4,574,107	+ 487,988
Ladies' Home Journal	4,147,945	4,586,086	+ 438,141
Good Housekeeping	3,500,638	3,729,736	+ 229,098

TOTAL CIRCULATION (Average Issue)

	1st 6 months 1959	1st 6 months 1960	Average Issue Increase Over 1st 6 months 1959
McCALL'S	5,491,572	6,212,250	+ 720,678
Ladies' Home Journal	5,755,317	6,279,365	+ 524,048
Good Housekeeping	4,437,978	4,673,416	+ 235,438

McCall's Sept. & Oct. circulation total smashed every record for every women's magazine.* The circulation guarantee of 6,500,000 announced for January 1961 is being exceeded on current issues. (The December issue, based on the most conservative estimates, will sell over 7 million copies!) Advertising lineage and revenue are the largest and highest in the women's field, making McCall's No. 1. In addition, McCall's is the only major magazine

in America with 17 months of spectacular advertising and circulation gains, issue after issue. The editorial program that has pleased both readers and advertisers is being dramatically and materially expanded for 1961. McCall's has this reasonable program and formula: **for the best results, simply produce a better magazine.**



*Publisher's estimate
Media/Scope, November 1960

9 kinds of advertisers who can profit by the Post's new Select-A-Market program



1. Advertisers with national distribution, but limited outlets. Under SELECT-A-MARKET/NATIONAL, you can buy two-thirds or one-third of the Post's total circulation for your advertising schedule. Your advertising is evenly distributed in every city and town. Now you can put the power of the Post behind your sales plans — with frequency and impact everywhere!



5. Advertisers who need to reinforce advertising in special markets. Add SELECT-A-MARKET/REGIONAL to your advertising schedule . . . and put the Post-Influentials to work in your problem markets! Politz research proves that Post-Influentials talk up the things they read in the Post among friends and neighbors.



6. Advertisers who are planning regional promotions. What can you do that's new to excite wholesalers and retailers, create customer traffic and sales? Base your promotions on a schedule of Post advertising.



7. Advertisers with a special Canadian marketing problem. Now you can tailor your advertising to Canada — running one advertisement in 10 copies going into Canada, and another advertisement throughout the rest of the edition! (Among the three national weeklies, only the Post offers this opportunity.)



Advertisers with regional distribu-
 You can draw the map to fit the
 for your circulation to your marketing
 No fixed boundaries. Most flex-
 plan available. Now you can put
 the national prestige of the Post to
 work with SELECT-A-MARKET/REGIONAL!



**3. Advertisers with different situa-
 tions in different markets.** You can
 run two, three or more different adver-
 tisements—tailored to particular mar-
 keting situations—in standard Post
 geographical areas or in a custom-
 made map of your choice!



**4. Advertisers who want to introduce
 a new product market by market.**
 Now you can launch your new product
 in selected markets with the cham-
 pagne quality of the national Post!
 Map your strategy and draw your Post
 map to fit.

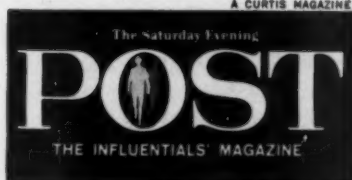


special advertisers whose lines include
 tem. National products. Snow tires in snow
 using to C regular treads in warm. Eight-
 cement in size in the North, four-ounce
 da, and in the South. You can put the in-
 out the b of the national Post behind
 the th product in the region where it
 Post of best—with two, three or more dif-
 advertisements in one issue!

9. But your marketing problems are different! Talk over your unique prob-
 lems with your Post salesman. During 1959 and 1960, over 450 advertisers
 have scheduled \$20,600,000 in SELECT-A-MARKET space. Issue after issue has
 been booked solid. This overwhelming response is proof that SAM fills an im-
 portant need. So if you have a marketing problem, please call us. We'll do our
 best to fit you in. Note: Availability of SELECT-A-MARKET advertising is subject
 to press capacity and book make-up requirements.

3 EASY STEPS TO FOLLOW:

1. Call or write your Post branch office for new rate card and description of avail-abilities.
2. Check the accurate information in the rate card that helps you draw the map to solve your marketing problem.
3. Because SAM is a sellout in issue after issue, please call your Post salesman before setting your final plans or submitting them to your client. The Post salesman will confirm availability of your space requirements.



To: Peter E. Schruth, Vice Pres. & Adv. Dir.
 The Saturday Evening Post
 Independence Square, Philadelphia 5, Pa.
 I want further information on how Post
 SELECT-A-MARKET can go to work for me!

Name _____
 Title _____
 Company _____
 Address _____



WE SPEAK YOUR LANGUAGE

*... if you want to
talk increased sales
in the nation's 2nd
largest market*

When you want to talk sales up in this great market, you need the Long Beach part to do it.

Talk Long Beach retail sales for example. Per capita retail sales amount to \$1,627 in Long Beach-Lakewood. This figure substantially surpasses that of the Metropolitan Area (\$1,479) and that of the State of California (\$1,447).

The Los Angeles-Long Beach Metropolitan Area cannot be adequately covered by your advertising without the Long Beach Independent, Press-Telegram because it reaches nearly 7 out of 10 families in the Long Beach city zone of over half a million people. No "outside" daily reaches even 1 out of 10.

Talk to Long Beach people through their newspaper, the Independent, Press-Telegram and get the COMPLETE audience.

Sources: Sales Management Survey of Buying Power, 1960. Audit Bureau of Circulations.

**Independent
Press-Telegram**

Morning Evening Sunday

LONG BEACH, CALIFORNIA
THE INTERNATIONAL CITY

Represented nationally by
RIDDER-JOHNS, INC.
MEMBER METRO COMICS GROUP

Trade Talk



Dave Wasko

New Boost? . . . If history repeats itself, *TV Guide's* giant circulation could grow in some metropolitan areas a lot faster than heretofore. It seems that almost every time a newspaper adds a TV program magazine section to its Sunday edition, *TV Guide's* circulation in the area jumps soon afterwards. With more and more newspapers including this plus for their readers, non-users of *TV Guide* get a taste of the advantages of a weekly program guide. With such magazines being fairly loaded with local ads and carrying a minimum of TV entertainment news, it seems to be fairly easy to nudge the non-users of *TV Guide* into becoming regular subscribers.

Versatile . . . Transportation Displays, Inc., has been cashing in on suburban living and its expansion for 22 years. While it started in business servicing suburban railroad station posters, car cards, and timetable ads, primarily in the New York area, it has now spread its activities so that it will handle almost any kind of transportation facility advertising medium. One of the things that has contributed to T.D.I.'s success is that, with space franchises in railroad, airline, and bus terminals throughout the country, it is receptive to ideas from advertisers and agencies. As a matter of fact, Le Moyne Page, president of T.D.I., has often credited media buyers with advertising display ideas that his company has executed for their clients.

Easier Sledding . . . Media buyers who have recommended using the *Reader's Digest*, may get help in the future from the *Digest* sales staff. The magazine, long confronted with the small-page bug-a-boo, has been patiently studying readership scores of ads that have run identically in its book and in others. Since in most cases the scores have been showing favorable readership of the ads in the *Digest*, account and creative peo-

ple are being exposed to the results of the continuing study in the hope that the sound of personal opinion will be drowned out by that of the cash registers.

Color's Climbing . . . The use of ROP color in newspapers continues to get stronger consideration at this time of the year for two reasons. First, the advertising fraternity has had recent exposure to color use and progress, through color advertising awards. Second, next year's plans always raise the question as to whether or not ROP color fits the plans. From a reproduction standpoint, buyers recommending newspaper color will be getting a little more insurance in the future, in that the quality of newsprint and printing equipment is rapidly being improved.

Night Watch . . . The new presentation by Edward Petry & Company, which advocates using radio announcements around "shift time" to reach blue collar workers might result in longer working hours for time buyers, and swell research files. There is no doubt that some industrial areas work time periods other than the conventional 9 to 5. The questions that time buyers raise however are: What do the percentages of industrial workers represent in terms of numbers in the various markets, and what percentage of the workers in the markets are blue collar men?

Sound Advice . . . According to Dr. Frank G. Davis, research director for the Johnson Publishing Company, advertising in Negro media is most effective when the copy indicates that the advertiser values the Negro reader as a customer. Advertisers have found that their copy aimed directly at the Negro market on this basis has paid off better in sales. Media buyers can better substantiate their recommendations of Negro media by suggesting this direct copy approach to their creative staffs.



New Research Defines The Wall Street Journal's Market of Executive *Living*®

If you are an executive responsible for the manufacture, distribution or sale of quality consumer goods, this is for you. A 62.1% response to a mailing of 7,620 questionnaires brings specific and unusual information about the buying habits of Wall Street Journal subscribers.

This research-in-depth introduces you to what may very well be a concentration of the wealthiest consumer market available to advertisers in the United States. Here is **Executive Living** — a market worth cultivating; a market of people who buy more, spend more and really live better; a market created through the unique appeal of The Wall Street Journal for executives everywhere.

In this national business daily you reach over 670,000 subscribers like yourself—executives who can afford the finest. Imagine your advertising exposed to this kind of audience and you begin to appreciate the quality and significance of The Journal's class buying power.

Wire, write or call for this important research today. Learn the buying habits of Journal subscribers from auto to stereo. You'll discover The Wall Street Journal can make a difference in your sales volume.



THE WALL STREET JOURNAL

Published at: New York, Washington, D. C. and Chicopee Falls, Mass. • Chicago and Cleveland • Dallas • San Francisco

persistence pays off...

Outdoor Advertising increases volume

6-month, 12-market study shows Outdoor medium for Florists' Telegraph Delivery

The following is a summary of a study conducted by the Florists' Telegraph Delivery Association in 12 test markets over a period of six months.

The primary purpose of the study was to determine which single medium—radio, TV, newspaper or Outdoor—would be the most effective in building holiday flower sales as illustrated in the poster at the right.

The result: orchids for Outdoor! Outdoor accounted for a 79% increase over the national sales rate of gain... a 31% increase in the value of flower sales.

How FTD Study was conducted

A group of three test markets was selected to test each of the above named media. Comparability of markets was determined by matching the characteristics as shown in the table below:

CHARACTERISTICS OF FTD TEST MARKETS					
ITEM	TV MARKETS	RADIO MARKETS	NEWSPAPER MARKETS	OUTDOOR MARKETS	AVERAGE
Population	850,300	907,300	1,014,100	832,400	903,522
Households	257,700	264,600	304,800	238,400	266,375
E. B. I. per Household	\$ 6,155	\$ 6,196	\$ 5,733	\$ 6,327	\$ 6,103
Number of FTD Members	51	50	57	42	50
FTD Sales per Households	\$ 1.16	\$ 1.20	\$ 1.12	\$ 1.15	\$ 1.16

The test markets selected were:

Television

Spokane
Wheeling-Steubenville
Madison

Newspaper

Fresno
Charlestown
Wichita

Radio

Bakersfield
Charlotte, N. C.
Grand Rapids

Outdoor

Tacoma
Columbus, Ga.
Des Moines

A group of three comparable control markets was set up in which the overall national media mix was run. These control markets were selected to determine whether or not the test markets in general would reflect the national sales trend.

The timing of the FTD Study

The test period was designated January through June 1960—a period which included two major florists holidays (Easter and Mother's Day) and one minor holiday (Valentine's Day). The campaign was timed for the pre-holiday period—as close as possible to the timing of the national schedule.

Budgets for each of the media tested were almost identical in dollar amounts.

Central clearing house provides exact sales data

The central "clearing house" was an important factor in evaluating the media. All FTD orders must pass through a central "clearing house" to effect proper

es volume of flower sales 79%

Outdoor is the most effective Delivery Association*

ment to originating and filling florists. It was therefore possible, in the FTD Study, to get extremely accurate sales data for each of the markets in the test.

Results of the FTD Study

In order to establish a basis for comparison, Keyes, Madden and Jones researchers set an index of 100 for the national rate of increase in flower sales. This national index applies both to the number and value of orders received as a result of the promotion. Based on this index of 100, results of the FTD Study were as follows:



DR. JAY S. NIEFELD
Keyes, Madden & Jones
Vice President and
Research Director

	NUMBER	VALUE
TOTAL U.S. RATE OF INCREASE		
-ALL FTD CLEARINGS	100	100
3 SELECTED CONTROL MARKETS	99	95
TEST MARKETS		
Outdoor	179	131
Radio	102	101
TV	42	46
Newspaper	37	64

Significance of the FTD Study

The FTD Study illustrated 3 important facts:

1—Prospects see your message again and again in Outdoor. A #75 showing, for example, reaches 92% of all owning households in the average market... with a frequency of 15 times a month. This tremendous coverage, combined with tremendous frequency, adds up to persistence unequalled in any other medium.

2—Outdoor is strongest with people who are better able to buy. The #75 showing resulted in a 31% increase in the value of flower orders.

3—Outdoor reached more people effectively. Not only do you reach more people with Outdoor, you reach

them with an unusual kind of impact. Outdoor shows your product in full color—as it really appears in the store—delivers your message with all the realism and power that full color provides. It has the impact of large size—bigness that's bigger than life with dramatic wide-screen effect. Plus the impact of strategic location! Outdoor is out selling in high traffic areas. Your message reaches customers moments before they buy.

Outdoor averages down your cost per thousand too

With Outdoor you get your audience at a lower cost than with any other mass medium—36 cents per thousand car-owning households. This brings down the cost-per-thousand of your total advertising program.

Let an OAI man show you how you can sharpen the effectiveness of your marketing program with Outdoor posters, painted bulletins and spectaculars. At his disposal and yours—are all the research planning, creative and merchandising services of Outdoor Advertising Incorporated, national sales representative of the Outdoor Advertising medium. Call him today. Offices in: Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.



OUTDOOR ADVERTISING
INCORPORATED

*The findings of the Florists' Telegraph Delivery Association Study should be construed as applying only to FTDA and to the campaign under discussion. The findings should not be construed as a universal evaluation of one medium versus another.





HIGH SPIRITS

Talk about vintage years! In the last three, wine, ale and beer advertising has increased 206% on WPAT. The secret? Our programming, whose uniquely still and sparkling properties provide the perfect setting for any product. And, of course, our unparalleled vineyard . . . an area of 31 counties in New York, New Jersey, Pennsylvania and Connecticut where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes. There's no doubt about it: WPAT is a peerless seller of America's leading labels. Among them: *Ambassador, Budweiser, Ballantine, Carling, Cinzano, Gallo, Hensler, Heineken's, Krueger, Knickerbocker, Martini & Rossi, Miller, Moet, Opici, Piels, Roma, Rheingold, Ruppert, Schaefer, Schlitz and Schmidt*. All of them, in only three short years, have advertised on WPAT . . . the station with the spirit of success.

**WPAT
&
WPAT-FM**

Letters from Readers

"NO VILLAIN, HE"

Ernest Dichter is not America's No. 1 villain, reviews of his book, "Strategy of Desire," notwithstanding. He deserves recognition for having sold psychological research to the communications field.

As his former associate for six years, I remember the difficult and the lush days when we first discovered money, and changed our name from "depth" to "motivational" research. In "Strategy," he is still selling MR to those who fear Freud. Accordingly, Dr. Freud is not quoted there, though, by implication, he haunts the pages.

The book is at its best when providing honest-to-goodness MR data, moderately bad when findings are romanticized, and at its worst when philosophizing, as: "Defense of prosperity . . . and democracy is also to defend the right to buy a new car, a new home, and a new radio."

The unromanticized data are interesting. For instance:

- The smashing success of "Cream Oil Charlie" as a commercial transferred the masculine Wildroot image to the new Lady Wildroot line. Women therefore rejected Lady Wildroot.

- Newcomers, especially in a new or resort area, who are unfamiliar with neighbors, are better loan prospects than oldtimers in old areas.

- By wearing a Stetson, you feel equal to other Stetson hat wearers.

- To sell new products, show them as new, but demonstrate their functions as traditional—and in intimate contact with the past.

With so many good insights, why does Dichter overclaim? His continued anxiety about the acceptance of his brand of MR may be the motivating force.

He visualizes the Negro beer market as simply consisting of *emancipated* and *unemancipated* Negroes, neglecting data from such fine published studies as Professor Abram Kardiner's "Mark of Oppression."

He contends, "Women did not like flowers that were the most beautiful, but (preferred those) which required little care." Perhaps. But our own studies on gift-buying indicate that women want to see a man's interest

reflected by the kinds of flowers he chooses and how he has them arranged.

Despite these things, "Strategy" deserves the study of mature communications men. It is not for the over-impressionable. You must come to Dichter already sophisticated for him to be a good teacher.

EMANUEL H. DEMBY
President, Motivation Research Associates.

CLASSROOM MATERIAL

We are scheduling an adult evening class in industrial management, and expect an enrolment of more than 100 persons representing various industries in the greater Kingsport area. I am planning to lead the discussion on advertising and sales promotion, and would greatly appreciate receiving a copy of your booklet, "An Analysis of 12 Million Inquiries," by Dr. Daniel Starch (MEDIA/SCOPE, January, February, March 1959). It is believed that the information will be of great interest to the class.

JOHN P. TOKARZ
Assistant to first vice president,
Eastman Chemical Products, Inc.,
Kingsport, Tenn.

ANALYSIS OF INQUIRIES

I lent my only copy of Dr. Daniel Starch's "An Analysis of 12 Million Inquiries" (MEDIA/SCOPE, January, February, March 1959) to an account executive, and the inevitable happened. It was not returned. Please send me three additional copies.

I'm happy my several bosses at Radnor, Pa., use MEDIA/SCOPE. It's a wonderful magazine.

HARVEY LONG
Northwest advertising manager,
TV Guide, Seattle.

LIKES BENNEYAN SERIES

It's a good series George Benneyan is doing ("Adventures in Promotion") in MEDIA/SCOPE. I have read all of them, and liked in particular the one on Mortimer Berkowitz.

JOHN MCCARTHY
Executive editor, *Catholic Digest*
(Continued on page 20)

extreme environments..



...a technology vital to the men you must sell

In the complex aerospace industry, advances in one technology frequently create problems in the application of other technologies. So each man who makes technical decisions must be able to relate developments in all technologies to their possible effects on his own assigned area of responsibility.

In SPACE/AERONAUTICS your advertisements are read at the time your prospects are keeping abreast of technical advances — looking for answers to technical problems.

That's why ads in SPACE/AERONAUTICS offering products — systems — and corporate capabilities stimulate buying action.

*the magazine of
aerospace technologies*

- propulsion
- electronics
- materials
- structures
- guidance
- testing
- dynamics
- electro-mechanics
- pneumatics/hydraulics
- extreme environments
- ground support
- data processing



space/aeronautics

A Conover-Mast Publication **NEA**
205 East 42nd Street, New York 17, New York

A 15" x 18" print of this oil painting, especially conceived by Georg Meyerriecks for Space/Aeronautics, is available without charge.

THE **ACTION** MAGAZINE OF THE FOUNDRY INDUSTRY

- ... the only do-something magazine about the technological explosion in metalcasting.
- ... exclusive coverage in depth about new techniques and processes, research, industry and news.

THE **MUST** MAGAZINE FOR MANAGEMENT AND PRODUCTION

- ... markets and marketing opportunities are born within its pages ... essential reading for progressive management buying equipment for modern operation.

Essential!



modern castings

GOLF & WOLF ROADS • DES PLAINES, ILL. • VANDERBILT 4-0181
HAROLD E. GREEN, Managing Director

C. A. Larson & Assoc.
254 W. 31st St.
New York 1, N. Y.
phone LO 4-4285

Dwight Early & Sons
221 N. La Salle St.
Chicago 1, Ill.
phone CE 6-2184

Don Harway
1709 W. Eighth St.
Los Angeles 17, Calif.
phone HU 3-5141



1/4th

of **ALL** Texas
Business is done
In the 100-County
FORT WORTH MARKET

TOTAL RETAIL SALES . . . 25.3% OF TEXAS!

Food	24.2%	Gasoline	27.2%
General Merchandise	24.9%	Automotive	26.8%
Apparel	20.9%	Drugs	25.0%
Furniture, Household	23.6%		

EFFECTIVE BUYING INCOME NOW 26.5% OF TEXAS!

- The Star-Telegram Reaches **84.6%** of the families Daily in the Fort Worth Metro Area
- The Star-Telegram Reaches **72.2%** of the families Daily in the Fort Worth Retail Trading Zone
- The Star-Telegram Reaches **38.2%** of the families Daily in the 100-County Fort Worth Market

Source: Sales Management, U.S. Census, ABC White Audit Report, 3/31/60

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph B. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"



(Continued from page 18)

PROMOTION A BUDGET ITEM

Your "Marketing Plan Approach to Advertising Appropriations" check list is obviously going to be a most useful help to marketing people, and you have collected a very complete list of the detailed steps that go into the preparation of a marketing plan.

I feel that the layout is helpful and the division of the subject matter into the various headings will certainly help the people who will make use of it.

It may be useful, in these days of increased promotional pressure, also to include a separate sub-section for this area of the marketing plan. In some product classes, the budget for promotional expenditures is as high as 50 per cent of the advertising budget.

AMBROSE ADDIS

Director, Marketing Studies, Lever Brothers Company, New York.

THE PRE-FILED CATALOG FILE

Much enthusiasm has been generated among our Reinhold catalog sales staff by your inclusion of Scotty Sawyer's informative article "The Pre-filed Catalog" in your August issue.

Congratulations for recognizing the importance of this too-often overlooked (and sometimes maligned) class of media. This is truly a fine example of the informative subject matter your publication always brings to the media-buying fraternity.

DOUGLAS N. LIVINGSTON

Sales promotion manager, Chemical Engineering Catalog.

PRACTICAL, SCHOLARLY

Just for the record, I believe I should tell you that your publication seems to me to be the most practical and at the same time scholarly source of media information I have ever had available to me, and our need in Europe at present for this type of study is desperate. A new review, published in Belgium, and called *Euro-Media*, is attempting to fulfill this kind of role on the continent. I have recommended that they get in touch with you for guidance.

ALBERT STRIDERS

Account service director, McCann-Erickson Co., Brussels, Belgium.

Pioneer
makes
them...

LOOK
sells them



We keyed a major part of our 1959 Christmas belt promotion to a magazine advertisement that ran exclusively in LOOK, and we had one of the biggest holiday selling seasons in our history," says Martin Master, Manager of Advertising and Sales Promotion, Pioneer Industries, Inc.

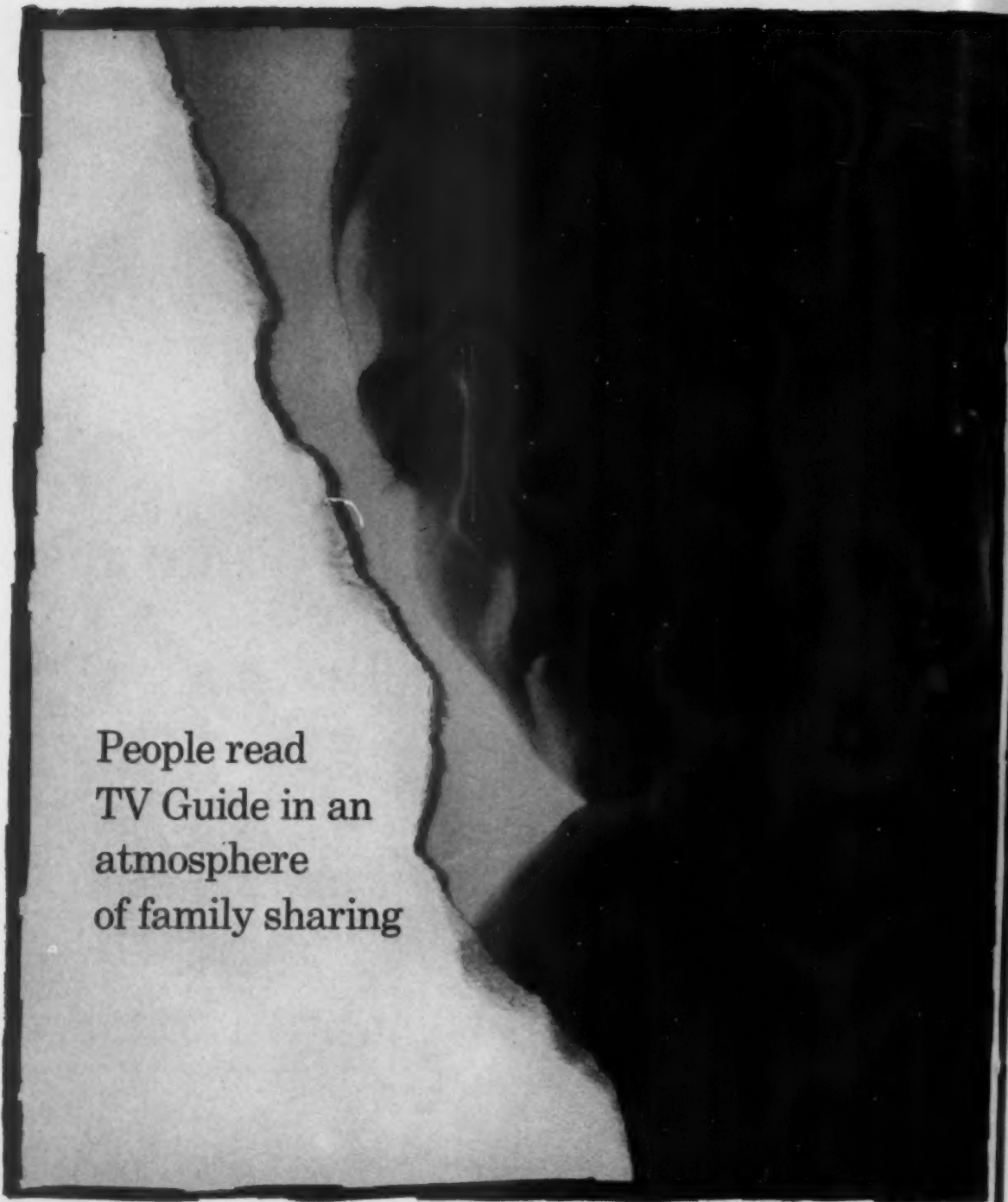
Pioneer has advertised its men's wear accessories in LOOK every year since 1952. In 1959, LOOK carried more Pioneer advertising than any other consumer magazine. A full-page dealer-listing advertisement in the December 22 LOOK, featuring the Stretchway belt with new Changeway buckle, was credited with helping make Christmas 1959 a Pioneer sales record-breaker. "Our LOOK ad started selling on the dealer

level," reports Advertising Manager Master. "When we announced plans for the ad, so many dealers wanted to be listed—and they had to stock our belt in depth to be eligible—that we had to order a four-way geographic split run."

Consumer reaction? Says Mr. Master: "Retailers say people for miles around came in with LOOK in their hands, looking for the new Pioneer belt. One dealer got an order, with the ad, from Alaska! LOOK can take a bow for co-starring in one of our most successful promotions."

In the past five years, LOOK has gained more circulation and more advertising revenue and more advertising pages than any other magazine in its field. One reason for this unmatched vitality is LOOK's outstanding ability to produce sales. For **LOOK means sales.**





People read
TV Guide in an
atmosphere
of family sharing

"They are oriented toward relatively wholesome family-centered concerns." This conclusion, of particular significance to advertisers, stems from the depth study of TV GUIDE readers made by Dr. Burleigh B. Gardner and staff, of Social Research, Inc. The TV GUIDE audience is both huge and rather special. It consists predominantly of selective viewers (73%)—determinedly

rational—who read the magazine cover to cover for the background and knowledge they need to get the most out of their TV watching. These families, primarily young, express concern about taste. They strive to be discriminating. They are a powerful force to have on your side, as important advertisers (from Coca-Cola and Kraft to Pontiac and Seagram's) are well aware.

For a detailed report on the Gardner Study, call your local TV GUIDE office or write TV GUIDE, Radnor, Pa.



**Best-selling
weekly magazine
in America**

BIG THINGS



are happening



in Muskegon



NEW

- 1 \$2,000,000 Orchard View High School
- 2 8,000 Seat Municipal Sports Arena and Convention Center
- 3 \$3,000,000 County Building
- 4 Medical Arts Center
- 5 Meijer Super Market
- 6 Brunswick Pinsetter Plant

New construction and high employment—24,700 in industry, 48,900 total—mean lots of business in Muskegon right now! There's a big continuing market in cars, housing, appliances, home furnishings, foods and all types of consumer goods . . . You can reach and influence 99% of all families in the Muskegon metropolitan area with advertising in The Muskegon Chronicle. Put the blanket market coverage of its 45,000 circulation to work for you now.

"BEST FOR NEWS AND ADVERTISING TOO"

THE MUSKEGON CHRONICLE

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUther 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOODward 1-0972

A Booth Michigan Newspaper



NEEDS AND WANTS

I am proud of my small part in the role business plays in helping America's consumers fulfill man's age-old desire to improve his lot, to attain greater comfort, to harness nature's resources for his own welfare and convenience; in short, to live a better and better life.

In our way of life, needs and wants are indeed virtually synonymous. The point at issue — the point involving one of our cherished freedoms — is: Who is to say what is a need and what is a want? Is it to be each individual who shall continue to determine, or shall we leave it for a self-proclaimed all-wise paternalistic government to decide? — CHARLES G. MORTIMER, chairman, General Foods Corp., before Sales Executives Club, New York.

YARDSTICKS OF PERFORMANCE

Management expects and needs — and I think is beginning to demand — more accurate, more reliable, and more flexible yardsticks with which to measure advertising performance. Advertising managers, agencies, and all the rest of your fraternity are being called upon to develop them. Indeed, those you employ today are much better than those of just a few years ago. As these are used, and new ones come on the scene, management will expect an accounting of the results of advertising. It is not enough to know about those advertising campaigns which succeed. It is also necessary to know about those that fail. Research projects fail, engineering designs fail, sales drives fail. From each failure we learn something, and so it should be in advertising. — JOHN GILLIS, v.p., marketing, Monsanto Chemical Co., before ANA Workshop, New York.

MARKETING PLANS

I would like to comment on two difficulties which hamper agencies' abilities to serve their clients, and are fairly common problems in the business.

The first of these difficulties is that the quality of proof required for an agency's part of a marketing plan is frequently of a much higher order than the quality of proof required from the client's own people in preparing their sections of the plan. This

double standard of proof will undoubtedly always exist when you are dealing with outside suppliers; but the gap today is far too wide. Top management of advertisers should require that their marketing planning people produce the same degree of evidence to support their recommendations that they require of the agencies. This will produce much better and more tightly reasoned marketing plans.

The second difficulty is the problem of levels within organizations and required approvals. Too often, marketing plans are subject to review by too many levels where no decision-making responsibility exists.

The detailed accommodation of a great many points of view of lower level and obviously less experienced executives makes the plan, in many cases, worse, not better. This problem exists for advertising too. If advertisers simplify their organizations as much as possible and only grant rights of review to plans where responsibility for results rests, then they will get far better work out of their agencies and the agencies will be able to perform far more efficiently. — STEPHENS DIETZ, group v.p., Kenyon & Eckhardt, before ANA Workshop, New York.

MEDIA SELECTION

How do we arrive at a decision to use a publication? First of all we attach a good deal of importance to the editorial content of a magazine. What proportion is staff written? How much is contributed? How much paid for? How many full-time editors and writers do you employ? Too often you get the feeling that the editorial content of a publication is a paste pot and scissors job. We don't like editorial content that is made up of handouts written by public relations people.

We feel strongly that there should be complete separation of the editorial and the advertising departments. Publishers tend too often to assume they must bend over backward NOT to print anything that might possibly offend an advertiser. A magazine that steps on nobody's toes will soon find out there are no toes around to step on. We take a dim view of editorial (Continued on page 28)



Time of the Reflex....

Arthur Rothstein catches that moment between the will and the performance that makes or breaks ball players. Perhaps, the saddest sight in major league baseball is the spectacle of an aging star willing but unable to connect in the old style.

Good reflex is a gift of youth. Boys are naturally endowed with it. They don't give it a second thought. It's the kind of confidence you always find in those who have a big future ahead of them.

Astronomical figures today describe the size of the boy market and the kind of money boys have, to spend on what they want. Almost everyone knows that, and has a good idea of it. Another indisputable fact is that there are more boys readers 10 years old, 11 years old, 12 years old, 13 years old, 14 years old, 15 years old, and 16 years old in BOYS' LIFE than in any other youth publication.*

BOYS' LIFE is the book to buy to reach boys. In Detroit, Chevrolet, Ford, General Motors and Chrysler advertise regularly.

BOYS' LIFE

over 2,000,000 not paid

published for all boys by the Boy Scouts of America

*The new Gilbert Comparison Study of Seven Magazines tells all in detail. Write to Promotion Director, Boys' Life, 2 Park Avenue, New York 16, New York, for your copy.

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of America

Study
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our own

when they



It's a matter of judgment



In the beginning the cats and dogs outnumbered the good ones. But after 14 years of winnowing out the weak, the trumped up, the amateur answer, INSTITUTIONS Magazine's Food Service Award Program has gained pre-eminent stature as the measure of industry progress.

From the voluminous file of entries our editors select their editorial wealth of photographs, charts, diagrams, facts and figures unduplicated anywhere.

Experts in the field willingly give of their time to act as analysts (22 this year) and final judges. Scrutinizing entries are two of this year's five judges, Henriette Gebert, chief dietitian, Passavant Memorial Hospital, Chicago, (with contest editor Don Morris) and Howard L. Post, president, Food Facilities Engineering Society.

This unique force behind an industry's greater efficiency and higher performance standards makes INSTITUTIONS Magazine the leader in food service equipment editorial and food service equipment advertising.

Call us or Consult Your Advertising Agency.



dynamic
editorial
performance

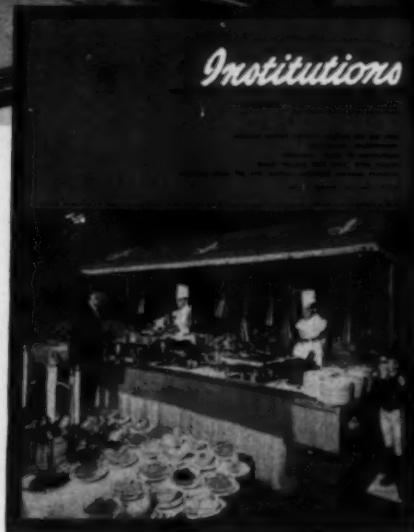
Institutions®

MAGAZINE OF MASS FEEDING/MASS HOUSING

1801 PRAIRIE AVE., CHICAGO 16, ILL.



Institutions





“**F**EW months ago Ollie came to me and said, ‘Do you know the New York News has more high income readers than any other New York paper, and better than a half million in over-\$10,000 families—more than three million in the over-\$5,000 families?’ So we started to use the News heavy, and it’s paying out fine!”

(Continued from page 24)

matter that has obviously been put in the book in connection with advertising. —BARTON A. CUMMINGS, president, Compton Advertising, Inc., before NBP, New York.

MARKETING AGENCY

It has always been the philosophy of the J. Walter Thompson Company that ours is a marketing agency. That's one of the reasons why the word "advertising" does not appear on our

letterhead or in any of our house advertisements.—WARD F. PARKER, v.p. and coordinator, marketing-merchandising services, J. Walter Thompson Company, before Australian Association of Advertising Agencies, Adelaide, Australia.

DIFFERENCES AMONG AUDIENCES

Let me remind you of the differences of various audiences in this country.

Let's take the subscribers to *Har-*

per's Magazine and the *Atlantic Monthly*. Seventy-three per cent have one or more university degrees and 40 per cent have graduate degrees. The non-college group (those with no college study) is a small minority of 11 per cent. From an educational point of view, the television audience, of course, is just the reverse: only 7.3 per cent are college graduates.

Now contrast the job of a *Harper's* or *Atlantic* editor and a television network program director. The editor has a fairly homogeneous audience. The educational preparation of his readers tells him at what level to treat all these subjects in a way that will best serve and interest his readers.

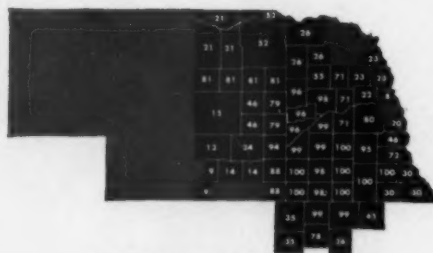
The program director, as I mentioned, has a combination of audiences. His medium reaches a far smaller proportion of people with college degrees, but nevertheless he reaches far more college people than *Harper's* and *Atlantic* and many other publications combined. At the same time, size of audience with less educational attainment is greater.

Now, the program director doesn't solve his audience problem by the logic of "either/or." He arranges to provide material of interest to people of a higher educational level as well as a lesser level.—JACK L. VAN VOLKENBURG, president, M-E Productions, McCann-Erickson, Inc., before American Women in Radio and Television, Nashville, Tenn.



YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Guns Smoke 69,700 homes
Father Knows Best . . 77,700 homes
6:00 p.m. News . . . 76,000 homes
10:00 p.m. News . . 64,000 homes

*February Lincoln NSI

The Felzer Nations

WETS-TV — GRAND RAPIDS-KALAMAZOO
WETS RADIO — KALAMAZOO-ARTISAN CIRCLE
WETS RADIO — GRAND RAPIDS
WETS-TV — GRAND RAPIDS-KALAMAZOO
WETS-TV — CANTON, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

You might be surprised at just how big Nebraska's other big market—Lincoln-Land—really is, and at how economically it can be reached via KOLN-TV.

During prime 6 to 9 p.m. viewing time, 57,000 Lincoln-Land homes tune in KOLN-TV according to latest Nielsen. Compare that with any other station in Nebraska.

Then compare cost-per-thousand figures for nighttime network shows.

Avery-Knodel can fill in the other details on KOLN-TV—Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

SPOT PLACEMENT

Dominance of New York City as the center for national advertising, especially broadcast advertising, is demonstrated in a new run-down of city of origin of spot radio and spot television business. Figures below come from the Station Representatives Association, expressed in per cent of total spot business originating in each city:

	Radio	TV
New York	59.0%	62.5%
Chicago	18.0	18.5
Los Angeles	3.4	3.5
San Francisco	3.4	4.8
Detroit	5.8	1.6
St. Louis	3.5	2.8
Atlanta	3.0	1.7
Dallas-Ft. Worth	1.3	1.2
Boston4	.3
Philadelphia	1.0	1.0
Other	1.2	2.1

100.0% 100.0%

Media/agency, November 1960

Media/agency, Nov.



KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

Let's face the facts about media selection

When you come face to face with the problem of selecting one publication over another . . . and you find that one definitely leads the field in:

- . . . paid circulation
- . . . total circulation
- . . . renewal percentage
- . . . plant coverage
- . . . number of advertisers
- . . . exclusive advertisers
- . . . new advertisers
- . . . advertising pages
- . . . advertising dollar volume
- . . . readership studies won
- . . . editorial pages
- . . . editorial balance

. . . as PURCHASING Magazine *does* — is there any problem at all in selecting the best magazine to reach industrial purchasing agents?

PURCHASING MAGAZINE

Sells the man who buys



A Conover-Mast publication • 205 E. 42nd St., N.Y. 17, N.Y.





MANAGEMENT

DESIGN

PRODUCTION

MAINTENANCE

Others may specify, suggest, recommend, request . . .
only the P.A. decides how much to buy from you!

Is your 1961 advertising schedule properly *balanced*?

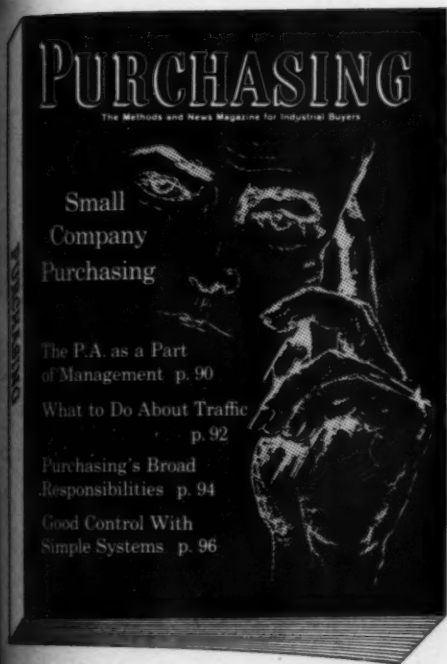
Today's industrial management, design, production and maintenance buying influences may specify, suggest, recommend or request that something be purchased. But it is the purchasing agent who has the power to select the actual supplier and the share of business he will get.

A *balanced* advertising schedule puts the P.A.'s buying power in its proper perspective in relation to the other buying influences. The P.A. can definitely help you achieve your sales goal in the year ahead.

The one publication that reaches the P.A. on his home grounds . . . that is read and respected by P.A.'s in every industry . . . is PURCHASING Magazine, the logical choice for balancing your 1961 advertising schedule.

PURCHASING is a magazine with stature . . . the unquestioned leader in its field. Its pages lend prestige and authority to your advertising message. Very few magazines in the world so successfully back up your advertisements with such a rich editorial content aimed directly at the specialized needs of their readers.

Get the P.A.'s buying power in *perspective* . . . get your advertising program in *balance* . . . with a regular schedule in PURCHASING Magazine—delivering over 30,000 copies starting Nov. 7.



PURCHASING

MAGAZINE

Sells the man who buys



A Conover-Mast publication

205 East 42nd Street, New York 17, N.Y.



MEDIA ME AT WO

1 MAN OF THE HOUR at Grey Advertising Agency, Inc., from 9:30 to 10:30 a.m. of a typical media department day is the media salesman. The pictures on these two pages were snapped at this time on a day taken at random, starting with (at left) media salesman Larry Wyman of McCall's striding into media buying arena, and (above) chatting informally with Aileen Barry, media supervisor.



4 AT SAME TIME, Joan Stark, time media supervisor, sees Richard Hayes of Edward Petty & Company. The subject on this morning: Availabilities for Men.



5 DOWN THE HALL Eileen Cummings listens to James Gardon of Sports Illustrated. Purpose of visit: to consider values of selective audience.

6 IN ANOTHER Bates of media calls buyer of me
Media/Scope, N



2 IMPROMPTU MEETING DEVELOPS as Larry Deckinger, media director, steps by to ask about a project. The three discuss changes in McCall's editorial policy, visual look, and audience appeal. Wyman carried desk-top presentation of McCall's new theme "Marketing in Motion." He referred to presentation and copy of latest issue, and spoke informally of drama and excitement surrounding recent McCall's activity.



3 MEETING GREW to include (left to right) Wyman, Sanford Reinsbach, and Eileen Cummings, who work on Catalina and Revlon accounts. Miss Barry called them in when she spotted special editorial section on swimming fashions and near-by ads for Catalina and Revlon. They questioned Wyman on future editorial features. Grey wants to know about special buys, media trends, and other media information before competitors.



6 IN ANOTHER OFFICE, Sanford Reinsbach (left) chats with Chandler Bates of Metropolitan Sunday Newspapers. At Grey there are 5,000 media calls like this each year. To maintain its reputation as an astute buyer of media, it wants to be able to act quickly and efficiently. The

media buyers think in terms of agency public relations as well as media buying. They want every caller to carry away a favorable image of Grey as an agency—as well as to feel free to offer advice on the use of the medium he represents. ■

Standard Rate & Data Service, Inc.

announces a new concept in service to the advertiser

with the **acquisition** of

Barnard, Inc.

A COMPLETE
ADVERTISING
MEDIA MARKET
RESEARCH CENTER

Phillip W. Wenig,

Vice President SRDS, Research Division

appointed

Vice President and General Manager

phone, wire, or write **arr**

Speci
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— med

by type
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firm. As a
extensive
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market re

the advertising industry

inc.

Specializing in the application of **electronic computers** and offering:

— media analyses

by type, market area coverage, advertising/sales ratios

— market analyses

by population, consumer spendable income, retail sales, etc. (in specific product lines)

— consumer studies

by mail questionnaire and/or personal interviews

— readership studies

the exclusive Advertising Impact Measurement technique developed by SRDS

An important step in a program for developing automation and electronic data-processing techniques has been taken by Standard Rate & Data Service, Inc. with the acquisition of Barnard, inc., twenty-year-old tabulating and research service firm. As a result, integration of the facilities and extensive data accumulated by the two organizations will provide a complete advertising/media/-market research service from one central source.

Services like these:

Complete market analyses by Metro Area Rankings in population, Consumer Spendable Income, CSI per Household, Retail Sales, total and specific product categories—all from SRDS authoritative Consumer Market Data, up-dated twice a year.

Your advertising coverage percentages summarized for each of your product sales areas, by product—

your coverage applied to household/population/retail sales of your product category within your sales areas—

your advertising expenditures applied against product sales by area, by medium, and an advertising/sales ratio produced for each—

your advertising/sales ratios, per thousand population, with the percentage of change for the current year, previous year, and a 12-month moving total—

circulation coverages—by counties—within your selected product sales areas, for every newspaper (daily, weekly, and Sunday, A.M. and P.M.), every magazine and Sunday supplement—plus TV and radio station coverages in those same areas.

Barnard is now completely organized to handle extensive consumer studies, including consultation and formulation of objectives, sample design, preparation of questionnaires, mailing or interviewing tabulating and preparation of complete presentations with a thoroughly experienced and highly conscientious staff of account supervisors and IBM-trained technicians.

Additional new techniques and services are also planned to implement SRDS' concept of "growth-in-service" to the advertising industry through electronic data-processing.

In brief, with this new centralized service you can get high-speed, economical help in advertising evaluation and scientific budget apportionment—"before-the-fact"—and a precise means of measuring and evaluating advertising sales results by products and markets—"after-the-fact."

rite **Barnard, inc.** ... now an SRDS affiliate

432 PARK AVENUE SOUTH • NEW YORK • TEL. MURRAY Hill 9-6250

**Follow the LEADER
in Philadelphia
and its suburbs**



Start with the basics—the A.B.C.

The 1959 A.B.C. Audit Reports show that The Evening Bulletin leads The Morning Inquirer in circulation by 145,637 in the 14-county Greater Philadelphia Market . . . The Evening Bulletin leads in the city and in the suburbs.

And more women read The Evening Bulletin than The Morning Inquirer in Greater Philadelphia—on both sides of Philadelphia's city limits. The Evening Bulletin's female adult readership, reported in the 1960 National Analysts, Inc. study of adults in telephone homes, is 368,000 in the city and 372,000 in the suburbs.

**EVENING BULLETIN LEAD OVER MORNING INQUIRER
AMONG WOMEN READERS**

121,000 or **49% MORE** in the City

100,000 or **37% MORE** in the Suburbs

221,000 or **43% MORE** in Greater Philadelphia

No matter how you look at it, The Evening Bulletin leads in circulation and readership throughout Greater Philadelphia. Follow the leader in Philadelphia and its suburbs—The Evening Bulletin.

In Philadelphia Nearly Everybody Reads The Bulletin

**The Evening Bulletin Leads in Circulation and Readership
... In Philadelphia and in Suburban Philadelphia**

A MEMBER OF MILLION MARKET NEWSPAPERS, INC.
Advertising Offices: New York • Chicago • Detroit • San Francisco • Los Angeles

Suburban
Philadelphia:

13 counties beyond the city in the 14 county
Greater Philadelphia A.B.C. City and Trading Zone

Media/scope, November 1968

Announcing:

ANNUAL MEDIA AWARDS

ANNUAL MEDIA AWARDS are established by MEDIA/SCOPE for accomplishments in the calendar year 1960.

PURPOSE of these Awards is to encourage creative thinking toward the more efficient selection and use of advertising media.

NATURE OF AWARDS: There will be three classes of awards:

Class 1. Public Statements. To an individual or an organization for a contribution to creative media thinking as expressed in a public address, published article or book, or in other document.

Class 2. Media Research. To an individual or organization for a significant contribution to media research which has served to improve the delineation of media or their markets.

Class 3. Media Technique. To an individual or organization for a significant innovation in the use of media, in the sense of an imaginative or novel technique or device that may be a part of a media plan but is not necessarily the complete plan.

NATURE OF ENTRIES: Entries should be documents, research, or techniques that were produced in the calendar year 1960. They may relate to any advertising media.

THE AWARDS: There will be five awards in each class. For the principal award in each class there will be a Bronze Plaque. For the secondary awards there will be Certificates of Merit.

PRESENTATION: Presentation of Awards will be made at an annual luncheon in April.

JUDGING OF ENTRIES: Winners of awards will be chosen by panels of judges chosen from the advertising business.

ENTRY REQUIREMENTS:

1. Entries may be submitted by an interested person or organization, in his own behalf or in that of another. An applicant may submit as many entries as he desires, provided a separate entry form is used for each. The entry blank printed on the reverse of this page should be employed or a facsimile thereof.
2. *Date.* All entries must be submitted by February 1, 1961.
3. *Place.* Entries should be submitted to: Executive Secretary; Annual Media Awards; c/o Media/scope Magazine, 420 Lexington Avenue, New York 17, N. Y.

sponsored by



magazine



ANNUAL MEDIA AWARDS

Official Entry Blank

TO:

Executive Secretary
Annual Media Awards
c/o MEDIA/SCOPE Magazine
420 Lexington Avenue
New York 17, N. Y.

Date _____

1. This entry is submitted for consideration for an Annual Media Award in *Class No.* _____

2. The nominee is

(NAME OF INDIVIDUAL OR ORGANIZATION)

(IF AN INDIVIDUAL, HIS COMPANY AFFILIATION)

(CITY AND STATE)

(NATURE OF BUSINESS)

3. The *accomplishment* for which the nominee deserves an award is as follows:

4. *Supporting* data that will help the Judges determine whether or not this accomplishment deserves an award is attached. (Attach as much supporting information as possible, including copies of addresses or articles; published media research reports; evidence of originality in media techniques as shown by advertisements, schedules, press clippings, or other documents.)

5. My name is:

(NAME)

(COMPANY)

(ADDRESS)

HOW'S YOUR BRAND DOING IN DETROIT?



1960 TOP TEN BRANDS CONSUMER SURVEY

from

The Detroit Free Press

**TOP TEN BRANDS
DETROIT, MICH.**

**IN THIS
BOOK**

The Detroit Free Press

Michigan's Only Morning Newspaper

National Representatives Story Brooks & Finley

The first comprehensive *consumer product buying study* in the Greater Detroit Market, is ready for you . . . Now!

It is the Detroit Free Press "Top Ten Brands" study of the greater Detroit market. It provides the only up-to-date and complete data on:

Current 1960 Brand Preference Ratings of 130 different products and services in the Detroit market.

Profile of the Free Press market . . . in terms of its people, their socio-economic characteristics and their buying habits.

You'll find this "package of facts" a valued guide toward making sound marketing decisions for this area.

Take a good long look at America's 5th Market . . . today!
Write, wire or phone for your copy of Top Ten Brands in Detroit,
Michigan and get:

A complete profile of your customers and prospects in Detroit.

Continuing brand purchase data for 130 food, soft goods, durable, household and drug products, plus key service items.

Basic guideposts to sales-building, advertising and marketing in the prosperous Detroit area.

**PRODUCT SERVICE
PROFILES
of
COMPANIES**

1960-1961

Delinquents Are Chicken, Texas Is Broke, and Other Trauma

Before you cancel all your Texas time we hasten to add that the headline refers to the state of state finances, as seen by the searching eye of a KHOU-TV camera. Chicken-hearted juvenile delinquents are microscoped by KOTV. Some other trauma: WISH-TV takes a hard look at local school problems, WANE-TV examines woman's place in the local economy, and KXTV x-rays Sacramento's new gold rush.

This collective community commentary is a sampling of work in progress on the local Corinthian television front, a variety of riches folks don't have to get up at five in the morning to see. The programs are set for evening viewing in time made available every third week by enlightened *Face the Nation* scheduling on the part of CBS.

Each Corinthian station is mining this prime-time nugget in its own way. Local staffs, confronted with the stimulus of a programming opportunity in evening time surrounded by network competition, are responding creatively. Instead of a canned package designed largely to keep one half-hour from rubbing against another, we have exciting explorations of community life, well-budgeted, lovingly planned, carefully produced, and interesting to area audiences.

They may even be interesting to advertisers—but, sponsored or not, they'll be presented with pride and confidence as local productions mirroring local conditions, in keeping with the Corinthian group's emphasis on individual programming.



Responsibility in Broadcasting

THE CORINTHIAN

Media/scope, November 1980

Media/scope, No

KOTV
TULSA
KHOU-TV
HOUSTON
KXTV
SACRAMENTO
WANE-TV
FORT WAYNE
WISH-TV
INDIANAPOLIS
WANE-TV
FORT WAYNE
WISH-TV
INDIANAPOLIS

Presented by H-

Men of the Month in Media

Democratic Governor For NAB

The three-year term of office of the new president of the National Association of Broadcasters will be years in which a firm pattern of industry-government relations takes shape. To



Collins to NAB: "A tremendous challenge . . . no further ambitions . . . out of partisan politics."

steer the NAB's course during these possibly trying times its board of directors has picked Florida's Governor LeRoy Collins, a seasoned legislator, a man of unique experience in the key area of television coverage of political events, and a figure of national prominence.

As NAB president, Governor Collins will become the key spokesman for broadcasting, carrying his proved ability as a platform speaker into presentations of the industry's point of view not only to government leaders but also to business groups, and even to the general public.

The Governor's leap into the radio and television industry started, of course, with his highly praised chairmanship of the Democratic National Convention, where before the television audience (including the keenest viewers of all, the broadcasters themselves) he exhibited calm in the midst of confusion, good manners, and a firm determination to see to it that right prevailed. In his home state his moral convictions have cost him some political popularity—in particular, his moderate stand on the segregation issue. He can be expected to take a stand on matters concerned with broadcasting freedoms that is

more moderate than some industry factors might wish. But as a gentlemanly exponent of the broadcasters before the legislators in Washington he should be most effective.

In moving on January 3 into the job that has previously paid \$75,000 a year plus a \$12,500 expense account, Governor Collins has apparently decided to abandon his political career at age 51 for good. He fills the vacancy created by the death of Harold E. Fellows, who held the NAB post for nine years, following a career as station manager.

Governor Collins is a graduate of Cumberland University, a lawyer, a World War II Navy Lieutenant. Service in the Florida legislature led him into the Governor's chair for six years, and from there into national political activity in support of Senator John F. Kennedy. Although he was chairman of the Democratic National Committee's Speakers' Bureau at the time of his acceptance of the NAB post, he declared himself "out of partisan politics" as of then. Presumably involvement in NAB affairs will satisfy his love of political action from now on.

New MPA Chairman Hopes for Unity

When Richard E. Deems, the newly elected chairman of the Magazine Publishers Association, called for "greater industry unity" in his acceptance speech, it was obvious that the plea sprang more from hope than from conviction.

The magazine industry is perhaps more internally competitive now than at any time in its history. Mr. Deems himself, as president of Hearst Magazines, is in the middle of a bitter and dramatic three-way fight for leadership of the women's magazine field. His own publication, *Good Housekeeping*, long the leader in number of advertising pages, has fallen behind *McCall's*.

Nevertheless, Mr. Deems' hope for industry unity is far from idle. Magazines as a whole are doing well. This is encouraging, considering that 1960 has been an indifferent year for U. S. business, and that magazine lineage is

(Continued on page 44)

KOTV
TULSA

KHOU-TV
HOUSTON

KXTV
SACRAMENTO

WANE-TV
FORT WAYNE

WISH-TV
INDIANAPOLIS

WANE-AM
FORT WAYNE

WISH-AM
INDIANAPOLIS

Presented by H-R

IMAGINATIONS

November 1960

Media/scope, November 1960

WE COUNT 18 CUSTOMERS IN THIS PICTURE

Why so many? Because the family is typical of the Holiday Extra-Unit Family—the family that buys the second car, the second refrigerator, the second home. And, we have found in a new study that Holiday families buy *twice in nine* significant areas:

AUTOMOBILES: 49.5% of Holiday families own two or more.
REFRIGERATORS: 38% own two or more — or a separate freezer.
HOMES: 25% own or regularly rent a second home.
LIFE INSURANCE: 68% hold two or more policies.
TELEPHONES: 48% have two or more.
PHONOGRAPHS: 28% own two or more.
TELEVISION: 25% own two or more.
CAMERAS: 59% own two or more still cameras.
TRIPS: 61% take two or more pleasure trips a year.

Holiday Extra-Unit Families are leaders of a new consumer elite. They are the families that willingly spend above the level of necessity for products and services that mean better living. Multiple ownership is becoming a new yardstick of selective selling because it represents exceptional buying action. Holiday's more than 900,000 Extra-Unit Families are today's most exciting marketing opportunity. For a full report on the new Extra-Unit Study, contact your nearest Holiday office.

HOLIDAY MAGAZINE





(Continued from page 41)

highly sensitive to economic ups and downs. Then, too, there is hope that the pressure on the magazine industry will ease as maturing television's tremendous gains in audience and revenue slow down.

If unity among strong competitors is either desirable or possible, Mr. Deems may be the man to accomplish it. He has been dealing successfully with strong personalities for years.

At 47, Mr. Deems has come a long

way in the Hearst organization. A native New Yorker, he entered the communications business at 17 as proprietor of the Interstate News Service. Two years later, in 1932, he joined the young *New Yorker* in its circulation department. He moved to *Esquire* in 1934, as circulation manager. That was one year after the publication was founded. Mr. Deems stayed until 1939, when he joined Hearst's *Harper's Bazaar*.

He was named advertising manager of the magazine in 1947, and five

years later was appointed vice president in charge of advertising for all Hearst magazines. Mr. Deems was



As newly elected MPA chairman, Richard E. Deems (right) offers a token of the organization's esteem to his predecessor, Kent Rhodes of the *Reader's Digest*.

elected executive vice president for magazines in 1955, a post he held until his accession to the presidency of the division last July.

Mr. Deems is a director of the Hearst Corporation, Hearst Magazines' parent concern, a director of the Advertising Council, the Periodical Publishers Association, and a member of the Advertising Federation of America.

He lives with his wife and two children in Greenwich, Connecticut.

New Audit Bureau Head

With the Audit Bureau of Circulations board's recent creation of four new Marketing Services Committees, it is significant that they should select Alan T. Wolcott as ABC's new president.

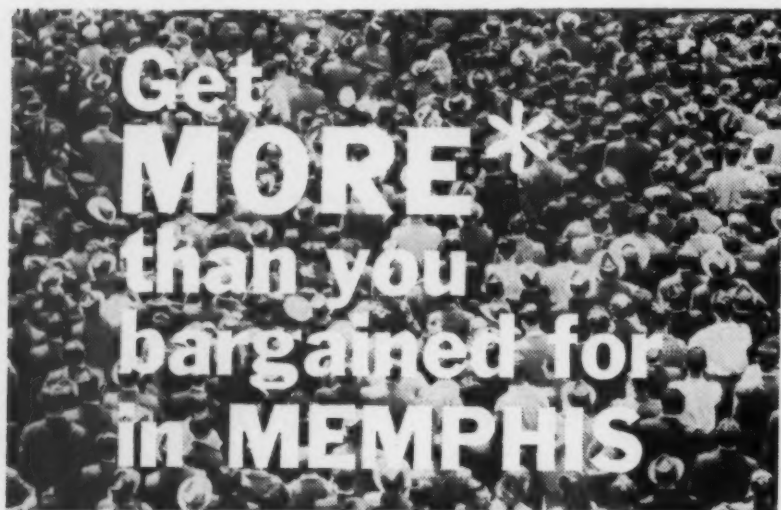
Mr. Wolcott, who joined the ABC staff in 1954, spent 17 years in various advertising and marketing positions with the General Electric Company and its divisions.

He brings to ABC's top management spot a marketing orientation, where his predecessor, James N. Shryock, had a background in publishing.

During his six years with the ABC, Mr. Wolcott has worked closely with Mr. Shryock on ABC management affairs; and also spent time in the field, working on actual circulation audits.

What changes can be anticipated under the new president?

(Continued on page 48)

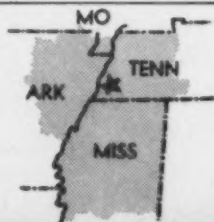


The Memphis Metro Market plus 75 other counties! That's right—a TOTAL MARKET with a population of over 2,500,000 having an annual Consumer Spendable Income of \$2,917,353,000.

This TOTAL MEMPHIS market ranks among the top 15 markets in the Nation. Memphis Newspapers belong near the top of your media list.

WRITE FOR ALL THE MEMPHIS FACTS

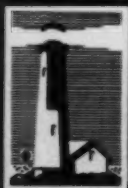
**TOTAL
Memphis
Market
over
2,500,000
population**



**The
Dominant
Dailies
in the
Mid-South**

**THE
COMMERCIAL APPEAL
MEMPHIS
PRESS-SCIMITAR**

©CIPPS-HOWARD NEWSPAPERS





LONG REACH!

(more than 9 out of 10 homes)

HIGH FREQUENCY!

(over 20 exposures per month)

New measurements confirm General Outdoor's Amazing Coverage of Households!

We've always had it—but we never knew how *big* we had it! Now, thanks to the 4½-year study by the famed traffic engineering firm of Wilbur Smith and Associates, sponsored by the Outdoor Advertising Association of America, we have household coverage figures for General Outdoor markets that are real eye-openers!

For example, take our Indianapolis market. A typical poster showing there (48 posters) produces this coverage of all car-owning households in the county:

44.2% coverage in 1 day • **91%** coverage in 1 week • **97.5%** coverage in 1 month

Individual cars pass a typical showing with a frequency of 23.2 times a month—and each car represents a household on its way to earn money or spend it.

Coverage curves based on the Smith study tell a similar story for other GOA markets. We now invite you to compare General Outdoor to any other medium for both reach into homes and frequency of exposure!



Covers 1800 Leading Cities and Towns

General Outdoor Advertising Co.

515 South Loomis Street, Chicago 7, Illinois



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Rep
Phil

Almost 17 billion dollars in food store sales alone! That's what was missed in the top 15 markets last year by advertisers who cry about lagging profits, but refuse to recognize the steady shift of people and money to suburban and "extra-urban" areas. (During 1959, 67% of all food store sales in the top 15 markets were accounted for by non-city retailers!)

Nowadays, advertising must travel farther, sell more. That's why spot television is the choice of today's advertiser. No other medium provides freedom of market selection, together with the unbeatable, marketwide selling impact of television's sight, sound and motion.

No need for you to join the tearful. Our new "Telemarketing" study will give you a clear-eyed view of today's sales picture, plus the first authoritative forecast (by Market Statistics, Inc.) of what the picture will be like in 1965. For your copy, telephone PLaza 1-2345 or write to 485 Madison Avenue, New York 22, main office of **CBS TELEVISION SPOT SALES**

Representing WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, KMOX-TV St. Louis, WJXT Jacksonville, WCAU-TV Philadelphia, WTOP-TV Washington, KOIN-TV Portland, WBTV Charlotte, WBTW Florence, and the CBS Television Pacific Network.

**"Does he
know
what he's
missing?"**



(Continued from page 44)

First, Mr. Wolcott leads a fairly new, but well-trained management team—the “second generation” of ABC management.

Second, Mr. Wolcott has frequently expressed his concern for bettering ABC's product. With his marketing background, he is certain to use his influence in suggesting improvements in ABC's reports and circulation data services.

Third, Mr. Wolcott has been deeply enmeshed in the discussions concern-

ing ABC's current challenges: the discussions of a single auditing organization; new auditing procedures; the development of new techniques for circulation fact reporting; the discussions on related market area statistics and their relationship to ABC reports.

Fourth, Mr. Wolcott joined the ABC staff as director of public relations, later becoming vice president and then executive vice president. During his six years with the ABC, he has been in charge of the bureau's

public relations program. As president, he will certainly push a program of greater articulateness on the part of the bureau.

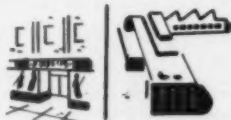
Mr. Wolcott was described as “a man on the go” when he first joined the ABC staff. He hasn't stopped yet. He speaks to an average of 40 advertising and publishing groups a year. He has written a series of articles for



Alan Wolcott of ABC: Marketing man with audits on his mind.

Who is transportation management?

Traffic executives in shipper companies. They buy freight transportation, warehousing, port services. They influence purchases of materials handling and packaging equipment.



Members of federal and state regulatory agencies, such as ICC, CAB, FMB. Their decisions affect all transportation.

Traffic, financial and operating executives in common carrier companies. They influence purchases of rail and highway equipment, materials handling, communications equipment, systems and procedures.



What one magazine do they all read?

Decision-making men in all three groups read—have to read—**TRAFFIC WORLD**, the weekly newsmagazine of transportation management... because this is the one and only source of detailed, accurate news, rates and regulatory data covering all forms of transportation and analytical articles on technology and regulatory law. Ask **TRAFFIC WORLD** (230 Park Avenue, New York 17) for a copy of the 16-page booklet, “The Transportation Management Group.”

MEDIA/SCOPE, on the use of ABC reports (the next scheduled to appear in December).

At 44, Mr. Wolcott looks to a “new era” in which ABC will provide greater service to the advertising and publishing industry. ■

NEW ENGLAND GROUP ELECTS

New president of the New England Media Evaluators Association is William H. Monaghan, director of media and research, John C. Dowd, Inc. Mary A. Hickey, media director, S. Gunnar Myrbeck & Co., is secretary-treasurer of NEMEA for the 1961 season.

A CORRECTION

The cumulative lineage trend for newspapers, covering the first seven months of 1960, and published in the September issue of **MEDIA/SCOPE** (page 176), was incorrect, due to faulty data supplied by Media Records. Allowance had not been made for a newspaper strike in St. Louis during 1959. The actual figures for January-July 1960 vs. 1959 are as follows: total general—-3.5%; total automotive—+7.1%; total general and automotive—-1.1%.

HOW TO WIN FRIENDS



BY THE MILLIONS

Your advertising can successfully win friends and influence sales for your product when you pre-sell the more than 5½ million heavy spending **FIRST 3 MARKETS GROUP** reader families with a convincing sales campaign in their most popular weekly reading habit.

By concentrating a sizeable part of your advertising effort on the

FIRST 3 markets of New York, Chicago and Philadelphia — which account for about ¼ of Drug sales, ¼ of Food sales, ¼ of Furniture, Furnishings and Appliance sales, and ¼ of total U. S. Apparel sales — the millions of friends you win can be your key to sales leadership.

In these compact, most profitable markets where the family coverage

of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out, *there is no substitute for FIRST 3 MARKETS' dominant 55% COVERAGE* of all families.

To make your advertising sell *more where more is sold*... it's **FIRST 3 FIRST!**

THE GROUP WITH THE SUNDAY PUNCH



PHOTOGRAPHY • COLORGRAPHY

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

New York 12, N.Y., News Building, 220 East 42nd Street, Murray Hill 7-4894 • Chicago 11, Ill., Tribune Tower, Chicago 7-0043 • San Francisco 4, Calif., 155 Montgomery Street, Garfield 1-7040 • Los Angeles 5, Calif., 3460 Wilshire Boulevard, Dinkel 5-3557

Media/Scope, November 1960

YOU NEED THE MIRROR IN LOS ANGELES



HERE IS A SUMMARY OF FINDINGS FROM THE LOS ANGELES CONTINUING HOME AUDIT

The validity of marketing and media data from the Audit is accepted by local and national advertisers and advertising agencies. For 15 years, 1,000 different families have been interviewed every other month—over 90,000 to date. An independent research company, Facts Consolidated, conducts the interviews scientifically and impartially.



THE MIRROR IS SECOND IN LOS ANGELES IN COVERAGE OF HIGH INCOME FAMILIES

Findings of the Continuing Home Audit for the last full year (1959) reveal that The Mirror ranks second in the Los Angeles weekday metropolitan newspaper field in number of families earning \$10,000 a year or more. In the \$5,000-a-year-and-up category, The Mirror also takes second place with a convincing lead over the third and fourth papers.



THE MIRROR IS SECOND IN LOS ANGELES IN COVERAGE OF FAMILIES OWNING HOMES

The Audit's figures show that 163,287 Mirror reading families own their homes. This is 4,982 more than the third paper; 16,619 more than the fourth. From this commanding second place position, The Mirror offers "solid-citizen" readership for advertisers. Only the morning Times rates higher than The Mirror among weekday metropolitan newspapers in this important classification.



THE MIRROR IS SECOND IN LOS ANGELES IN REACHING FAMILIES WITH CHILDREN

Over 466,000 children under 18 are in the families who read the Los Angeles Mirror. Here again, The Mirror ranks second in total numbers. In percentage, The Mirror is a standout first with 65% of reader-families having youngsters. Mirror families are primarily young families—over 75% of the homemakers are 49 years of age and under.

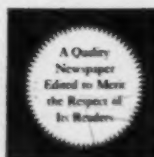


THE MIRROR IS SECOND IN LOS ANGELES IN MANY IMPORTANT WAYS FOR ADVERTISERS

The Los Angeles Continuing Home Audit for the year 1959 will show you many more facts to prove that The Mirror should be your number two selection among the four metropolitan weekday newspapers in America's second largest market. To get these additional details, write, wire or call the Mirror Promotion Department or any office of O'Mara & Ormsbee.

LARGEST EVENING
HOME DELIVERED CIRCULATION
IN THE WEST

Los Angeles MIRROR



NORMAN CHANDLER, PRESIDENT, THE TIMES-MIRROR COMPANY • REPRESENTED BY O'MARA & ORMSBEE — NEW YORK, CHICAGO, DETROIT AND SAN FRANCISCO

Middle Western Spread

NOW THAT the frost is on the pumpkin and ducks are writing V's overhead, Eastern Iowans have a choice of fall spectacles: the farm-, or town-, or city-born availability of near-by nature, or cosmopolitan entertainment, bought with the twist of a television dial. We compete with the changing seasons. Fortunately, it rains—and the nights grow frigid.*

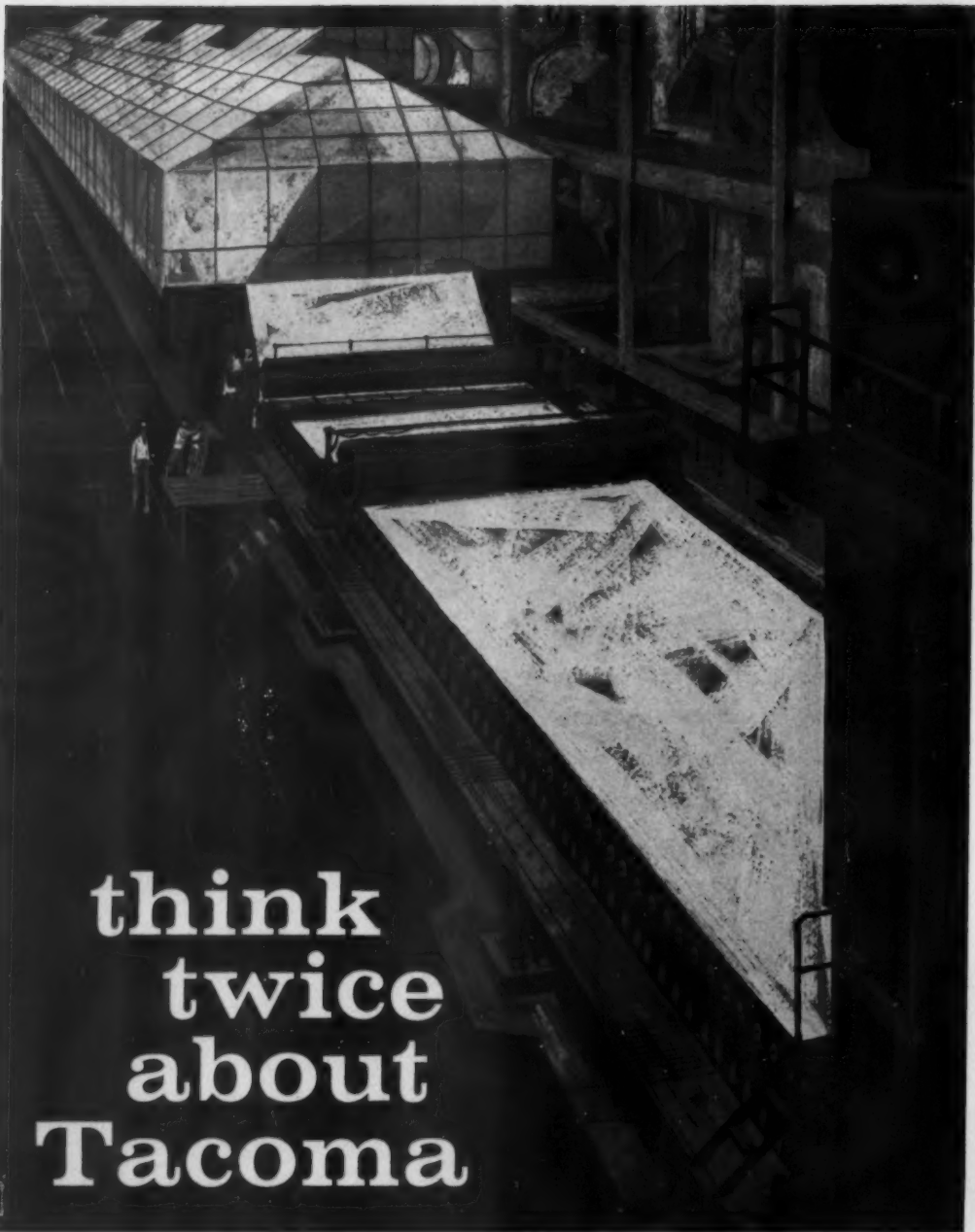
Middle Western Eastern Iowa is east of the West that has been described as the place where it's always a long way from here to there. In WMT-land it's always a middle way from here to there. The scale is comprehensible. Distances, compressed by train and car and four-lane highway, have yielded to the march of mechanization and electronics. Yet Iowans live spread out. The top six metropolitan centers account for only 31% of Iowa's population—and WMT-TV is home-town station for three of those centers.

*Sets-in-use figures are often in the seventies. WMT-TV has the largest Eastern Iowa audience of all tv stations. ARB Metro Area Reports, Feb. '57 - Nov. '59; NCS 1, 2, 3.

In this spread-out market you need the coverage WMT-TV provides: 51 counties in Eastern Iowa with about 400,000 tv homes—more than half of all tv homes in all Iowa.

WMT-TV, Cedar Rapids—Waterloo, CBS Television for Eastern Iowa. Affiliated with WMT Radio, KWMT Fort Dodge. National Reps: The Katz Agency.





think twice about Tacoma

**where things are happening to keep
business good . . . and make it better!**

St. Regis Paper Company is spending \$30 million to expand its Tacoma kraft-producing facilities — and that means another big boost in Tacoma's industrial payroll (now running more than \$175 million per year!). Things are happening in Tacoma, to keep business good and make it even better.

So, when you're planning a promotion —*think twice about Tacoma*. First, as a *separate* metropolitan area, vital to the total economy of the Puget Sound Circle. Second, as a market which can *not* be covered by any outside newspapers. Proof? Ask the man from Sawyer-Ferguson-Walker Company.

The TACOMA NEWS TRIBUNE now delivering more than 85,000 daily

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Media/scope, N

QUESTION:

What is the single most difficult problem you face in buying network television?

DAVE NATHAN, radio/television director, Curtis Advertising Co., Inc.—The biggest problem in buying spot TV is clearing times which will deliver the maximum audiences in the local market. Also, in keeping these spot buys away from strong network shows and attempting to earn the maximum dis-



counts by spending what is an intelligent budget on each TV station. Another important point is understanding the individual markets and trying

to coordinate a particular commercial so as to fit it in with the particular buying habits of that market.

ROBERT C. NEUMAN, vice president, media director, Grant Advertising, Inc., Los Angeles—Buying spot TV on the same premise as spot radio is among a buyer's biggest problems. Clients accustomed to short in-and-out radio schedules, a technique for which radio is ideal, do not always



appreciate the greater problem of limited availabilities. Consequently, they don't recognize the need for concentrating their advertising dollars in a continuing TV schedule. A buyer often sweats blood to deliver a good schedule, in the face of scarce availabilities, for a 13-weeks' period, which he instinctively knows the client will not renew. Then, within another three to six months after expiration, the buyer is asked to start buying TV all over again. Good schedules are usually developed into better ones by careful pruning and grafting—substitution of better availabilities as they occur.

JEANNE MALSTROM, chief time-buyer, Lennen & Newell, Inc., San Francisco—The biggest problem is lack of information included with availabilities. Too often avails are phoned or submitted with only ratings and adjacencies. Other considerations are important, such as audience composition, total homes reached, competitive programing, cost per spot, and cost per thousand. Whether the schedule is new or an addition to a current schedule, plan possibilities and maximum frequency discounts are also important considerations. We are all aware of the quick turnover in prime time spots. If stations and representatives would furnish as complete information as possible, schedules and buys could be completed in a far shorter time.



ROBERT WIDHOLM, head time buyer, Doherty, Clifford, Steers & Shenfield, Inc.—The biggest problem in buying television is to forecast the taste of the viewing public. While information is available as to the past history of the time period and to similar program types, each future purchase has to be estimated as to its reach. Because many valuable advertising dollars have been spent by the time we are able to validate our judgment of viewers' preferences, careful consideration must be given to each purchase if we are to achieve our media objective of reaching as many potential customers with maximum frequency as efficiently as possible.



USEFUL FACTS ABOUT

PLAYBOY

the magazine with proven impact in the top-quality young male market

EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

CIRCULATION—1,090,908

Editorial vitality is reflected by the largest newsstand sale of any 50c-or-over magazine, 6 mos. aver. \$74,814. In addition, Playboy has 236,094 subscribers. Total monthly circ. 1,090,908 ABC. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

CIRCULATION QUALITY

Playboy is one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

AGE

29.6 is the median age of Playboy's male readers. 64.6% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

INCOME

The median income of the Playboy household is a high \$8,150.

MARITAL STATUS

29.5% of the heads of Playboy households have been married within the past five years, by far the highest percentage of newlyweds reported for any magazine.

URBANITY

52.6% of Playboy's circulation is in cities with more than 50,000 population, second only to The New Yorker among all national magazines. (ABC 6/30/60.)

APPAREL

31.8% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

PHOTOGRAPHY

82.4% of all Playboy households own a still camera, 23.4% own a movie camera, 19.2% own a movie projector, and 22.2% own a slide projector.

TRAVEL

24.8% of Playboy households spent over \$200 on business travel during past 12 months. 33.0% spent over \$200 on vacation travel.

AUTOMOBILES

47.8 of every 100 Playboy households bought an automobile during the past 12 months. 5.0% of Playboy households own three or more automobiles. These figures are highest reported by Starch for any men's magazine.

TOBACCO

71.5% of all Playboy male readers smoke cigarettes. There are 93 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

LIQUOR

84.2% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. 76.9% of all Playboy households drink or serve beer, 55.7%—wine, and 76.2%—whiskey . . . all three highest of any men's magazine.

INSURANCE

24.1% of Playboy households purchased (more) life insurance during the past 12 months, a characteristic of responsible stability.

APPLIANCES

91.2 small electrical appliances were acquired new by every 100 Playboy households during the past 12 months. 57 of every 100 of these units were acquired for the first time . . . both figures rated highest of all Starch surveyed magazines. More proof that the Playboy reader is at his peak period of purchasing.

RADIO-TV-PHONOGRAPHS

22.9% of Playboy households acquired a new radio and 14.1% acquired a new phonograph within the past 12 months—highest of any men's magazine. 18.6% acquired a new TV set, highest of any magazine in the Starch report.

RESPONSIVENESS

One month after Broadcast's first ad ran in Playboy, they reported: "We have sold over 530 shirts by mail and the orders are still coming in . . . I am very happy both with the direct return on this ad and the fact that Playboy has brought us new additions to our customer list."

The Heath Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/8 page ads in Playboy have produced 10,250 inquiries—25% more returns than their second ranking magazine produced in nine months.

The Diners' Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

PLAYBOY

720 Fifth Avenue/New York/CI 5-2620
232 E. Ohio/Chicago/MI 2-1000

14 OF THE MOST POWERFUL SELLING WORDS EVER WRITTEN

(You can read them on this seal)



A HEARST MAGAZINE

This Guaranty Seal on a product means: (1) The product is good; (2) Claims for the product have been substantiated; (3) Good Housekeeping Magazine puts *its* money behind the product.

It influences the buying decisions of 40,930,000* women because ...

and sells
Nothing Persuades \wedge Like the Truth

*Crosley, S-D Surveys

Media/scope, November 1988

Media/scope, November 1988

Are you using
Chicago's most
exceptional
food medium?

Here is a typical issue of the Chicago Tribune Weekly Illustrated Food Guide. Attractive? So are the results it gives you.

Fifty-two weeks of the year, this handsome food feature section is Chicago's most inviting showcase for grocery product advertising. And do advertisers know it!

The October 7 Food Guide pictured here carried a total of 27,000 lines of advertising. 33 different grocery product manufacturers are represented—with everything from a one-inch ad to a full page in full color. On the retail front, Chicago's leading chains and independents are in the Food Guide on a regular basis.

This Friday—and every Friday—housewives in 700,000 families in Metropolitan Chicago will read and respond to their favorite food medium. To sell more to this vast audience, concentrate your Chicago advertising where it pays off best—in The Weekly Illustrated Food Guide.




Like a close-up? We'll gladly send you a copy of the Food Guide. Write: A. W. Dreier, General Advertising Manager, Tribune Tower, Chicago 11, Illinois.

MORE READERS...

MORE ADVERTISING...

MORE RESULTS—

The Tribune Gets 'Em in Chicago!



Some people just don't read

In every market, there are some people who do not and will not read anything.

The objective, when publishing a business magazine, is to offer advertisers the lowest nonreaders . . . and the highest percentage of true readers.

We do it by insisting that our publications be paid for.

While it isn't an absolute guarantee, asking businessmen to pay money for a magazine seems to us the surest way to get them to indicate their *intent* to read.

And we believe when the publication they pay for crosses their desks, they are more likely to give it their attention—along with the advertising that's in it.

Right now, our circulation is over 1,400,000. All asked for. All paid for.

In short, the men you want to reach are literally paying to reach you . . . in the McGraw-Hill publications to which they subscribe.



McGraw-Hill Publishing Company, Inc., 1221 Avenue of the Americas, New York 20, N. Y.

Selected and bought by men in industry who want the best in editorial service.

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Media/Scope



How Ben Wells of 7-Up manages an integrated sales-advertising department—with media selection influenced by play-backs from sales.

Advertising Is Selling at

THE media strategy of The 7-Up Company is uniquely related to its method of distribution. All of its product is sold through 500 locally autonomous bottlers, independent business men who have sales and advertising programs of their own. With this kind of field organization, the home office just has to pay attention to the sales point of view of the men in the field. The resulting play-back makes 7-Up one of the most sales-minded national advertisers in the United States.

Advertising and sales are an integrated function, presided over by a vice president in charge of both sales and advertising, Ben Wells. Reporting to Mr. Wells are Joe M. Thul, advertising manager, and Orville Roesch, as-

sistant advertising manager and media director, and D. J. O'Connell, sales manager, and William W. Winter, sales promotion manager. Actually all four of these men work closely together under Mr. Wells' direction.

7-Up has two advertising programs going at the same time, all the time. It invests \$7.5 million directly in national media. It also serves as counselor for its bottlers, who invest another \$7.5 million on their own. This latter investment comes entirely out of the bottlers' own operating budgets. The margin they get on 7-Up is set high enough to justify fully strong bottler advertising programs.

J. Walter Thompson, Chicago, develops advertising.

7-Up Has a Language All Its Own

Symbolic of the 7-Up approach to advertising and sales problems is the language used by its executives. For example:

Bottlers are not just bottlers. They are Developers, men who go out in their own territories as independent business men and develop a broader local franchise for both themselves and 7-Up.

Driver-salesmen working for the developers are Salesmakers, constantly reminded by title that their job is not just to drive a truck and deliver a weekly supply to each retail outlet. Their job is much more.

7-Up's own representatives calling on and working with the developers are Sales Counselors. As the title indicates they counsel the developers on advertising and sales plans, tie-ins, and operations.



TOP COORDINATORS of sales and advertising at 7-Up are (left to right): Ben Wells, vice president in charge of both sales and advertising; Joe M. Thul, advertising manager; and D. J. O'Connell, national sales manager.

materials and plans for both the national program and for the 500 bottlers (used, of course, only to the extent that the bottlers see fit). This is all done under the close supervision of Ben Wells and his group in 7-Up's tidy headquarters office in St. Louis.

Media Objective: To Build Sales Everywhere

"Our own media strategy," says Mr. Wells, "is to build market coverage with the long-range objective of developing sales everywhere. We try to build a good, sustained, and balanced advertising program; and we want our developers (bottlers) to do the same thing. We work to demonstrate to them constantly the values in a broad-scale and consistent advertising program.

The National Program

"The national program is concentrated in magazines and network TV; but we add local media to that as needed in order to secure coverage that is consistent with the potential in each market. Regionally, our developers are using all the recognized local media: local TV shows, spot TV, radio, newspapers, outdoor, movie playlets, point-of-purchase material of many kinds. Display material, in particular, is important in the soft drink business because so much depends on that impulse purchase.

"We prepare all of the advertising material: displays, newspaper mats, scripts for broadcast

commercials—the whole works. Among other things, this insures that both national and local advertising will have a strong family resemblance, and consequently stronger impact from the tie-in and repetition of sales building ideas."

The company's interest in network TV stems from its desire for broad coverage at as low cost as possible. This it was able to achieve as a sponsor of the "Zorro" show for some time. Then last fall it switched to shows that would reach a slightly older age bracket (upper teenagers and young adults, the most active customer age group) and at the same time produce the desired reach. It also moved from sole sponsorship to participations in order further to increase total audience covered. In 1959-60 the show line-up included: "The Untouchables," "The Alaskans," and "American Bandstand with Dick Clark."

Media Target: Upper Teens

The objective of reaching the upper teenage and young adult audience will persist in 1960-61; but it is being hedged slightly with the purchase of a new whole-family audience builder, "Guestward Ho," which 7-Up co-sponsors with a St. Louis neighbor, Ralston. Starting October 7, 7-Up now has a two-minute commercial one week, and a one-minute commercial the next week on the show. "We are constantly seeking," says Mr. Wells, "to secure more commercial minutes and more audience per commercial minute. How this works out in all parts of the United



SALES-ADVERTISING huddles like this are standard operating procedure. Shown here (left to right): Orville Roesch, assistant advertising manager; Gene Cunningham, West Coast regional sales manager; and Joe M. Thul, advertising manager.

States is important to us. We are able to get a good idea by studying the Nielsen ratings per territory and relating them to costs."

Use of Magazines

National magazines are the other basic medium used for broad coverage. With magazines, full advantage is taken of the opportunity to concentrate advertising impact seasonally. Also, being a highly colorful and visual medium, magazine advertising is often the jumping off place for tie-in promotions at the developer level. During the past year, *Life*, *Look*, *Saturday Evening Post*, *Reader's Digest* and *Better Homes & Gardens* have been the mainstays of this program. The youth market is cultivated through *American Girl*, *Boy's Life*, *Scholastic and Scholastic Roto*, *Dell Comics*, and *Seventeen*.

A typical pile-up of magazine impressions was scheduled to hit consumers just before the Christmas holidays last December. This included a full-color spread in *Look*, plus full-color pages in the other mass circulation magazines mentioned. In other promotional periods, one or more of the other books on the list got the spread—with the rest in full pages.

Media Timing: To Hit Slack Seasons

Timing of these seasonal promotions is gauged to hit the public at times when the soft drink business has in the past been slow. (Please note the italics for slow). Many other advertisers tend to shunt

all their advertising into the easy-selling seasons. Not 7-Up. It is a true believer in the sales-building powers of advertising. And this faith is paying off.

For several years now, the company has been building its volume in November and December; and now (contrary to the soft drink market as a whole) December is the largest month in the year for 7-Up. February is another traditionally slow month in the soft drink business; so 7-Up started working on that month this year for the first time. Result was a 22 per cent increase in sales in February 1960 compared with February 1959.

Advertising plans are on a calendar-year basis. Work starts on the plan for the following year in early summer; and is developed in detail for both national coverage and for each developer's territory. A group of some 50 persons at J. Walter Thompson Company is involved in this work.

Media Planning: 5 Years Ahead

"We start," says Mr. Wells, "with a marketing plan, the purpose of which is to bring about the fullest development of each territory. A close study of the consumer market determines potential territory. Then we determine what we want to accomplish, and work out tentative advertising budgets accordingly.

"Actually we plan for five years ahead, but detailed budgeting is on a year-to-year basis. Key figures in the part of this work that involves plans for the advertising programs of our developers are what we call



our sales counselors. These are the men responsible for our good relations with the bottlers, working under the direction of D. J. O'Connell.

"Through the counselors we have a constant flow of information from the field. And this is of great help in the planning of advertising programs. It is almost automatic that these plans make sales sense, regionally as well as nationally. The sales counselors, of course, are also the persons who carry the planning into the field; and it is their responsibility to show the developers how to translate plans into sales-building activity.

"Every other year we bring the whole group of developers to St. Louis for a period of reorientation; and this is important to the kind of cooperation we need. But the constant, every-other-week personal contact with developers rests with our sales counseling staff."



SALES PROMOTION AND ADVERTISING work together through frequent shirt-sleeve conferences like this one at which William Winter, sales promotion manager, (far left) joins (left to right): Joe M. Thul, advertising manager; Win Holden, J. Walter Thompson account man; and Orville Roesch, assistant advertising manager.

The advertising plan for each developer is a written document prepared in the advertising department under the direction of Mr. Thul. It includes the information on the amount of network TV coverage he is getting, and on magazine advertising coverage in his area. It includes the specifics of supplementary media being purchased by 7-Up in markets where network TV coverage does not match potentials—specific newspaper schedules, timing of promotions, etc. It spells out exactly what 7-Up suggests the developer should do in local media. It may, for example, suggest radio every other week during three summer months, plus tie-in newspaper advertising to take advantage of seasonal promotions, plus outdoor year-round—or any other combination suited to that particular territory.



FIELD FORCE is briefed on advertising at periodic meetings. At rostrum is D. J. O'Connell, national sales manager; and waiting to speak is Ben Wells, vice president in charge of sales and advertising. Men in audience are sales counselors. Women are special sales promotion group whose job is to train women who do sampling, and promotional and public relations work for 7-Up developers in their territories.

Media Follow Through: Related to Point of Purchase

The plan also includes a full description of point-of-purchase materials available. These are shipped at cost to developers as ordered. There are a wide assortment available at all times: lithographed cardboard counter and window signs, metal signs for outdoor use, plastic panels, boom signs (projecting over the sidewalk), privilege panels (with store operator's name).

The way this works out in practice is demonstrated by the kind of follow-through from national advertising to localized sales promotion in stores that 7-Up is able to get for its seasonal promotions.

The February promotion in 1960 was built around the theme: "7-Up with Festive Foods." The idea was to feature the product with attractive dishes that are associated in the minds of consumers with parties. Magazine advertisements were designed to show the hostess how to dress up her table with imaginative dishes.

The magazine schedule included for that month: four-color advertisements in *Life* (a two-page spread), *Look*, *Saturday Evening Post*, *Reader's Digest*, *Better Homes & Gardens*, *Farm Journal*, *American Girl*, *Boys' Life*, *Dell Comic Group*, *Seventeen* and *Scholastic* (pages). Commercials on two network TV shows were related to this theme. A complete package of tie-in material was developed for use at the point of sale featuring the same themes on dump bins, display cards, pole-stacker cards, banners, shelf talkers, price tags, recipe folders.

This whole package was merchandised to the trade through 7-Up's own unique sales organization: counselors to developers to the 10,000 sales-makers who call on the stores in their territory each week. In this way, 7-Up ties whatever media it uses directly to the final objective: sales.

Media Performance VS. Copy Performance



The difference between exposure and perception, and a plea for rigorous terminology when these two measurements are discussed.

By Alfred Politz

The top award, a bronze plaque, went to Alfred Politz in the last Annual Media Awards for his article, "What Is Essential To Know from Magazine Media Research?" which appeared in April 1959 in MEDIA/SCOPE. That article pointed out that the essential information for the advertiser to possess about a medium was the media function rather than the copy function. In other words, the advertiser is more concerned when evaluating magazines to know the exposure received by his advertisement, namely the opportunity that it enjoys of being read, which is an essential function of the medium, than the perception of his advertisement, or

its readership, which is the main function of the copy.

In view of the growing attention being given to this distinction between exposure and perception, and different uses by different persons of the two terms (for example, see the article, "New Test Shows Value of Repeat Exposure," by Aaron J. Spector in September MEDIA/SCOPE), this magazine asked Mr. Politz if he would detail further for its readers the differences between media performance and copy performance. He has added to his discussion a plea for a rigid terminology when the measurements of exposure and perception are discussed.

A MAGAZINE FULFILLS its function as an advertising medium only as it succeeds in putting open ad pages before open eyes of consumers.

The traditional audience measurement, with which I have been closely associated during the years, uses the event of somebody having seen a part of the editorial content as its unit of measurement. The audience measurement was a valuable addition to the circulation figures published by ABC. It identifies the types of people who are reached by the publication's editorial content.

Furthermore, audience provides a total measurement which contains information not included in the ABC figure. Two magazines which have equal ABC circulations

may have very different audience sizes. The difference arises from a disparity in the number of different people who read an average copy during a specific time period. One cannot arrive at the total audience for various magazines by multiplying their ABC figures by a constant. The fact that a comparison of various magazines based on ABC differs from a comparison based on audience indicates that these two figures are separate pieces of information.

However, quite a sizable gap remains between the measurement of editorial audience and the measurement of the actual advertising function of a magazine. For many years I urged the magazines to take the step from the

editorial audience measurement directly to the ad page measurement. This would vastly reduce the biases which the editorial audience still leaves if various magazines are compared by advertisers.

Ad Page vs. the Ad

As I explained in an article in the April 1959 issue of MEDIA/SCOPE, there is a decisive difference between an ad page and an ad itself. The magazine cannot do more than put the open ad page before open eyes. But whether this physical event leads to a psychological contact with the person to whom the page is

EXPOSURE AND PERCEPTION

1. Perception is the event of psychological contact with the content of an advertisement.

2. Exposure means putting open pages before open eyes.

3. The magazine cannot do more than put the open page before open eyes.

4. The relation between ad page exposure and editorial audience is parallel to the relation between audience and ABC figures.

5. Repeat exposure amplifies the physical opportunities for perceptions to occur.

6. Exposure is a concept which is applicable to all media. A TV station, for example, has the obligation of putting the commercials before open eyes and open ears, but it is not obliged to make persons consciously perceive the commercial message.

exposed, is greatly influenced by the content of the ad. This problem is not confined to magazines—it is a general media problem.

When we studied the audiences of various car cards in Chicago, we found, for instance, that one card (Marchands Hair Rinse) during a month of display accumulated approximately 840,000 people who remembered having seen it. Another card (Wildroot), with similar display, accumulated 210,000. The difference can be attributed only to the content of the cards. In other words, the procedure measured a mixture of media performance and copy performance.

We now see why taking the step from measuring editorial audience to measuring the actual advertising func-

tion of a medium requires that we take great care to discriminate between *media* performance and *copy* performance.

Definition of Terms

We will be helped in the solution of this problem if we start with a rigorous definition of terms. The event of "psychological contact" with the content of an ad defines a ready-made term which has been used for many years in orderly psychological discussions. The term is "perception." But we need a term to denote the event which must immediately precede perception and which makes perception possible (but *not* necessary). There is a term in the English language which fills the need very elegantly. The term is "exposure." This word is defined by the dictionary as "the act of laying open to." If we will agree to accept the term as defined by the dictionary, our communication will be clear. In advertising, "exposure" can then be defined as the final physical event occurring between a medium and a person which makes "perception" of the ad possible (although it need not actually occur). In a direct application of this meaning to magazines, "exposure" means putting open pages before open eyes.

Now we have a clear line drawn demarcating the magazine's function from the copy writer's function. The relation between ad page exposure and editorial audience is parallel to the relation between audience and ABC. We cannot just multiply or divide editorial audience by a constant to arrive at ad page exposures, because magazines differ in the frequency with which readers of an editorial item are exposed to an ad page.

Consider hypothetical magazines "A" and "B," where the average copy of "A" has fewer readers, but its readers hold on to it more "intensely." "B's" greater number of readers is then compensated (either over- or under-compensated) by "A's" greater number of ad page exposures per reader. The evidence now suggests a "conservation of energy" principle by which magazines serve the advertising function of putting the open ad page before open eyes in two general ways by exposing fewer people more often, or more people less often.

Repeat Exposures

Common sense will tell us that a person who opens a given page twice has more opportunities to perceive an ad on this page than a person who opens the page only once. Leaving the exact values aside, we can state the principle that two exposures have more value than one. If perception took place on the first exposure, and again on the second, then the problem of repeat exposures becomes a

problem of repeat perceptions. The value of a repeat exposure is greater than the value of a repeat perception. Most learning depends on repeat perception. Repeat exposure additionally contributes to learning by amplifying the physical opportunities for perceptions to occur.

The value of repeat perceptions is a complicated function of the temporal spacing of the perception events. The value of repeat exposures, on the other hand, is less related to their temporal spacing. A great deal of work lies ahead for us in the measurement of these various values and relations. However, my main purpose, in responding with this article to the invitation of the Editors of *MEDIA/SCOPE*, is to suggest the use of a rigorous terminology when results of all these important measurements are reported.

Application of Definitions

I should like to use this opportunity to make a few other comments about how we have applied these definitions.

In order to be conservative, we have counted as separate exposures to a single individual only those page openings which took place on separate days. This is to say, if a person opened page 24 on Wednesday at 5 P.M., and again at 5:10, and again at 9 P.M., he was credited with only one exposure. On the other hand, a person who opened page 24 once on Wednesday and once again on Thursday was credited with two exposures. Therefore, if a publication whose official life per issue is only one day (such as newspapers) wants to include repeat exposures in its exposure measurement, it would be necessary to include within-a-day repetitions. Extreme caution would then be needed to avoid a reliability disaster.

In our work, which involved weeklies and monthlies, we were not satisfied with establishing on Saturday whether a person had opened a page on Friday or Thursday or Wednesday, etc. When we visited a person on Saturday we established only whether page opening took place on Friday. When we visited him on Friday we asked only about Thursday, etc.

Widely Applicable Concept

Exposure, as it is defined here, is a concept which is applicable to all media. A TV station, for example, has the obligation of putting the commercials before open eyes and open ears, but it is not obliged to make persons consciously perceive the commercial message. An interesting message will produce more perceptions than an uninteresting one, with equal exposures. The same considerations hold true for radio, posters, or any other advertising medium. How-

ever, the applicability of the exposure unit to all media does not mean that it measures equal value for all. The situation is analogous to our agreement to have a cubic inch stabilized as a rigidly defined volume measurement. Two cubic inches of milk is twice as much volume as one cubic inch of milk. One cubic inch of milk has the same volume as one cubic inch of flour, but this does not necessarily give flour and milk the same value.

Similarly, an exposure to the ears as provided by radio may be more or less appropriate to a particular advertiser's message than an exposure to the eyes as provided by a newspaper. While in either case exposures can be counted as discrete events, they need not provide equal values to the advertiser. Within a given product and copy class, the probability of a perception resulting from an exposure in one medium is very likely to be different from the probability of perception which results from an exposure in another medium. This point goes beyond general media measurement, since it depends on the product and copy involved.

Value of Second Exposure

In this discussion I cannot report on our work concerning the relative value of the first exposure and the second exposure. **However, I should like to suggest that the value of the second exposure is not small.** Consider the general facts of advertising life: All advertising campaigns, being campaigns rather than a single commercial or ad, must accumulate a sizable number of repeat exposures to the same person. Putting the same commercial every week into the same program, which to a large extent is viewed by the same people, must lead to repeat exposures. The use in a single campaign of various media such as newspapers, radio, TV, magazines, outdoor, and point-of-sale, must also produce repeat exposures. But, in such a case, it would be impossible to measure the repetition. This phenomenon of repetition is certainly one of the facts of advertising life—but it is not widely discussed as an issue. When it does enter the conversation, it is usually mentioned favorably. In fact, the advertising expert who is trying to convince management to buy a series of ads and a series of commercials may even refer to the need for repetition to make advertising work.

The advertising expert does not worry, and doubtless welcomes it, if the same person is exposed to his ad in *Reader's Digest* on Tuesday, and to the same ad in *Life* on Wednesday. For the same reasons he need not worry if the same person is exposed to an ad in *Saturday Evening Post* on Tuesday and to the same ad again in *Saturday Evening Post* on Wednesday. The only difference is that in the former case, not only were there two exposures, but also two payments from the advertiser. ■

How Do You Add Class To Mass?

This is the question to which Paper Mate, Division of Gillette, seeks answer in two year test of campaign for the higher priced items in its mass consumer line. Special year-round campaign will feature top quality Capri Mark IV and Lady Capri pens in class magazines.

James Barton, Advertising Manager, Paper Mate Company



working
pen
in
a
paris
gown
paper:mate
lady
capri
\$2.95

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WHAT DO YOU DO when you've sold your general line of products so well that both dealers and the public buy your higher priced items only during gift seasons?

The Paper Mate Company, Chicago, a wholly owned subsidiary of Gillette, is trying out one answer to this problem. The general line of Paper Mate pens are priced at \$1.95, \$1.79 and 98¢. This is not cheap as ball point pens go, but it is relatively low in cost—and mass advertising over TV has demonstrated to the public that these pens are of quality craftsmanship and give a high degree of performance.

However, the Paper Mate Company also makes two higher priced pens. One is the Capri Mark IV, a quality pen for men, selling for \$3.50. The other is the 4½ inch Lady Capri for women, selling at \$2.95. These are high-style items. The Lady Capri comes in several unique pastel colors. They are boxed, and have been promoted as gift items almost entirely in the past. They were displayed in drug, stationery and department stores during the Christmas shopping months. Paper Mate general Christmas advertisements included the two higher priced items along with the rest of the line. Newspaper mats for the Christmas

mas coop program included the Capri Mark IV and the Lady Capri. That was about it.

Result was that the two high style models secured display space in stores before Christmas, but very little display at any other time of year. Sales were confined and spotty. The opportunity to use these two models as symbols of quality that would be of benefit to the entire Paper Mate line was limited.

Suggestions as to what to do about this situation came to a head this year. The sales department felt that they couldn't get adequate display in stores for the two lines. They said: let's do something year-round that will convince the dealers to bring the Capri Mark IV and Lady Capri from under the counter, and give them the shopper visibility all year that they deserve.

Need To Trade-up

At the same time, the market planning group in the company felt that there was a need to trade-up the image of Paper Mate in the eyes of the more selective type of individual: the business executive and the women in upper income households.

The upshot was that the marketers went to management and said, in effect: let's appropriate a quarter of a million dollars to be spent over a two-year period to see if we can't get year-round sales of the Capri Mark IV and Lady Capri. A two-year test was agreed upon; and a new additional advertising campaign was entered into last May purely as an investment.

This has led not only to more advertising but also to a switch in media strategy. Paper Mate is traditionally a TV advertiser. Everybody is a prospect: boys, girls, housewives in all income groups, students, business men without reference to position. So it spends approximately 80 per cent of its advertising dollars in network TV, 10 per cent in spot TV and the balance in a variety of print media.

The campaign in behalf of the Capri Mark IV and the Lady Capri will be entirely in magazines. "We are trying here," says James Barton, Paper Mate advertising manager, "to pinpoint our promotion to specific groups of people. I don't know in



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QUALITY LOOK is typical of quarter pages in class magazines.

what other medium you can do this kind of a job so well as in magazines.

"For a selective sales job, magazines are truly economical. Furthermore, these pens sell to a greater extent than our other line through appearance. Design and color are important to their proper display. And it is in magazines that we can get good illustration and faithful reproduction of distinctive colors.

"We expect to create considerable acceptance among class audiences for the pens. We also expect to be able to demonstrate to the dealers that we mean what we say about year-round opportunity for sales of these quality pens. So we will measure our success with this investment in advertising both in terms of sales and in the extent to which dealers display the two lines."

The investment in magazines will add up to \$125,000 a year for at least

two years. Magazines selected were those that Mr. Barton believes will reach class markets and associate naturally with high fashion. They include: *Vogue*, *Glamour*, *Charm* and the *New Yorker* for the Lady Capri advertisements; and for the Capri Mark IV for men, *Esquire*, *Sports Illustrated* and the *New Yorker*. Frequency will be every month. So in the *New Yorker* (where both the Lady Capri and the Capri Mark IV will be advertised separately) there will be an advertisement twice a month.

Space size will be $\frac{1}{4}$ and $\frac{1}{8}$ page all year, augmented in September with full pages in *Vogue* and *Esquire*. Format of the advertisements will be a distinctive near-black background against which the pens will be illustrated in color as shown in the sample advertisement reproduced on this page. Foote, Cone & Belding is the agency. ■

Profile of The Media Buyer

What media buyers are like, and what they do is revealed in report of new National Panel of Media Buyers set up by Standard Rate & Data Service.

By Phillip W. Wenig

THE AVERAGE media buyer is in his (or her) mid-thirties, has a college education, has been in advertising work for almost a dozen years. Chances are less than fifty-fifty that he belongs to some professional organization. On the job, chances are about fifty-fifty that he works on specific agency accounts as opposed to assignment to just any account. The chances are good that he will do some client contact work, and he will be involved at one time or another in practically all media operations.

This is a quick sketch of the typical media buyer that emerges from a

survey we completed recently among our new National Panel of Media Buyers. The panel is a scientifically constructed cross section of the media-buyer group in advertising agencies. It is made up of 250 buyers who have agreed to answer questionnaires submitted by us as they seem appropriate. Although all panel members are not represented in the data secured for the report below, a sufficient number of returns (90%) were received to make it representative.

Median Age of 33

We find that panel members have a

median age of 33 years. Nearly 60 per cent are under 35. Almost three-fourths are male and 65 per cent are married.

Three out of five panel members have completed college or more education. Eight per cent have obtained M.A.'s. Thirty-five per cent belong to some professional organization. Seventy-one per cent of the organizations mentioned are advertising or media-oriented. They have been in the advertising field for approximately 11 years (median).

In handling accounts, they are about evenly split—half work on specific agency accounts, while half handle any account.

Range of Activities

As expected, members are involved to some degree in practically all media operations. Media analysis, planning, and selection represent the heaviest concentration of media activity. Buyers are also concerned with market analysis, estimate preparation, and scheduling, but to a slightly less degree.

Outside the media department, publicists are involved mainly with client contact (71 per cent), market re-

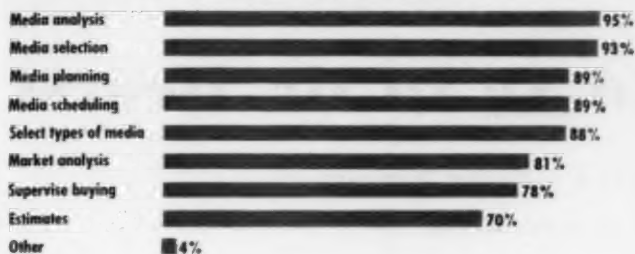
Mr. Wenig is research director of MEDIA/SCOPE and Standard Rate & Data Service, Inc., and conducts the National Media Buyers Panel.

Type and Value of 1959 Media Buys

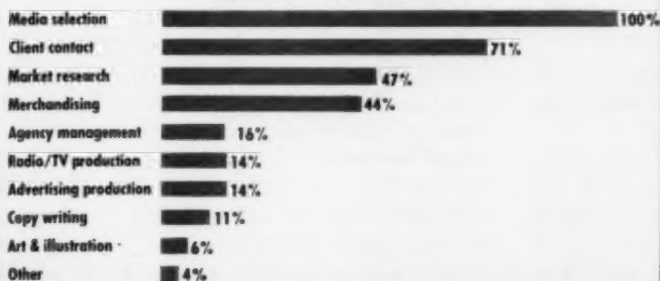
Media type	Per cent handling	Median value of 1959 buys
Spot Television	70.8	\$1,000,000
Spot Radio	68.1	200,000
Daily Newspapers	64.6	300,000
Consumer Magazines	61.5	1,000,000
Business Publications	58.0	150,000
Supplements	40.7	300,000
Outdoor	39.8	200,000
Network Television	38.5	1,900,000
Weekly Newspapers	38.1	20,000
Farm Magazines	31.0	70,000
Network Radio	23.0	200,000
Transportation	19.5	33,000
International Media	17.7	50,000

Per Cent Media Buyers Engaged in Key Job Functions

Media Operations



Agency Operations



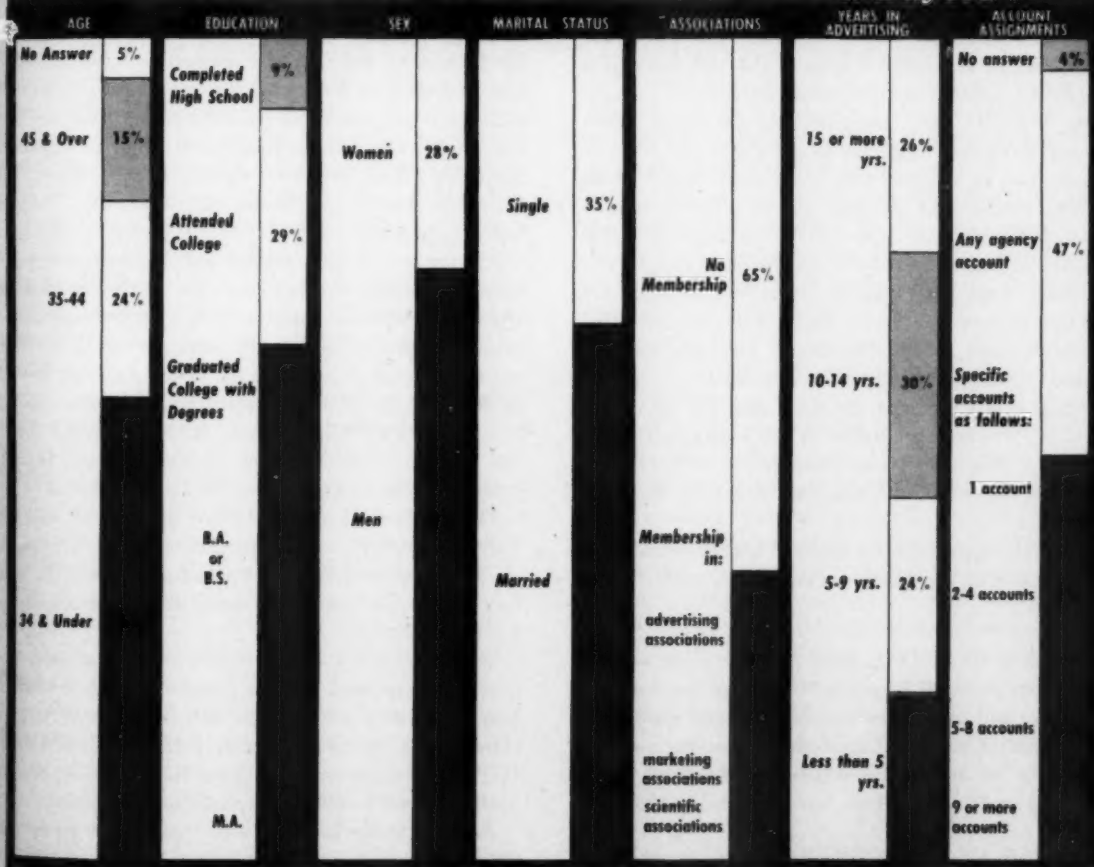
search (47 per cent), and merchandising (44 per cent). Few have anything to do with the creative department.

Two-thirds of the members bought time in both spot radio and spot television during 1959. Over half purchased space in daily newspapers, consumer magazines, and business publications.

Approximately half of those reporting media purchases listed the actual amounts. For example, the buys in network television ranged from \$200,000 to \$5,275,000, with a median figure of \$2,000,000. The buys in consumer magazines ranged from \$12,000 to \$10,000,000, with a median figure at \$2,000,000.

The charts and tables present individual breakdowns of each characteristic reported. As a whole it adds up to an interesting picture of the broad activity by a highly educated and hard-working type of man and woman: the modern media buyer. ■

Personal and Job Characteristics of Media Buyers



Getchell Said No To Mr. Hearst

*Or, Life on a Hearst Newspaper
Is Seldom Dull.*

By George Bennehan

I MET AND TALKED with J. Sterling Getchell only once in my life and that was quite enough. The session left me limp, awed, and frightened.

It was my first contact with a top-flight agency man. And the experience confirmed all the lampooning and burlesquing I had read and seen about advertising tycoons.

Here was the battery of telephones on the desk. Here was the coterie of assistants and satellites grouped around the desk ready to protect and support the boss. Here was the tough, fast-moving, fast-talking, excitable, and profane president of the company. Here were the charged air, the aggressive approach, the loud voices, the how-dare-you-question-my-judgment attitude.

I was a nobody. But I was representing a pretty important man. Even so, I was glad to get away.

I had gone to Getchell with a message from William Randolph Hearst. The message was that Hearst wanted Getchell to rewrite the copy for 10 full-page promotion ads which he had prepared for the Hearst newspapers.

Getchell's copy had already been set in type, and plates had already been made. Proofs had been pulled on super-duper stock, bound together in an elaborate portfolio and delivered to Hearst a few days back.

Getchell didn't like the message. And he didn't feel very kindly toward the bearer of the message. He suspected, too, that I had something to do with Hearst's conclusions about the ads (and that, strangely, happened to be true).

Anyway, he turned the full force of his personality and his vocabulary on me and I was completely sunk.

• • •

J. STERLING GETCHELL WAS a dynamo. He was one of the most dominant figures in the advertising world of his day . . . and one of the most colorful and spectacular personalities the business has produced. He was a revolutionary. He set new trends which influenced the entire advertising field and which are still being felt and followed.

He pioneered in the use of photographs in advertise-

ments . . . and he made his photographs big. (Up to then, most ads had relied on drawings and cartoons for illustrations.) He popularized the startling, punchy, sensational headline . . . and the large, bold Gothic typeface for captions and subcaptions. He banked on the direct, hard sell. There was nothing soft or quiet or timid about his messages . . . or about him.

You had no difficulty spotting a Getchell ad. Loud, hard, and aggressive, it had the forcefulness of a bulldozer, and it usually dominated the issue of the magazine or newspaper in which it appeared.

Getchell created the famous "Look At All Three" ads for Plymouth; and they are credited with putting across that newcomer in the low-priced car field, in competition with Chevrolet and Ford. He created the "Friendly Service" theme for Socony-Vacuum. He had a number of other big (and devoted) clients; among them, Vick Chemical, Liggett & Myers, Allis-Chalmers, Seagram, Kelly-Springfield.

His interest in photographs and his extensive use of them in his ads led him into the publishing field. In December 1937, he came out with a picture magazine, a monthly called *Picture* and subcaptioned *The Photographic Digest*. It sold for 10 cents, enjoyed an early press run of 800,000, and folded after five issues. (There was a report that Getchell's clients were fearful that he was spending too much time on his magazine, too little time on his accounts . . . and this bothered him.)

The editor and vice president of *Picture* was John Tarlton, Getchell's agency partner. William Benton, formerly of Benton & Bowles, was a stockholder. The president of the publishing firm was Getchell's brother-in-law, J. Paschall Davis.

While Getchell's *Picture* came out 11 months after *Look* was launched and 13 months after *Life* made its first appearance, the ad man had been on the verge of entering the picture-magazine field for several years. In 1935 he almost made it, had a dummy ready, but gave up the project because of the estimated high cost.

He was closely involved with Henry Luce in the planning stages of *Life*, and with Mike Cowles in the develop-

ment of *Look*. (He was, in fact, a "one-per-cent or more" stockholder of *Look* in the early days of that magazine, according to the publisher's printed statements to the U. S. Government.)

There is no question that the picture magazines of today (and the other magazines which make extensive use of pictures) owe much to the men of advertising who introduced and popularized photographs in printed sales messages . . . and J. Sterling Getchell was in the forefront of that movement. This sounds like man bites dog; but it's true. We hear a lot today about editors influencing advertisers. This was the other way around.

Early in his advertising career, Getchell had made the rounds of a number of top agencies: J. Walter Thompson, Lord & Thomas, Frank Seaman, George Batten, among others. In 1931 he started his own agency and called it *J. Sterling Getchell, Inc.* He hired and trained a lot of good men, many of whom, in turn became leaders in advertising and publishing. But the firm had the reputation of being a "one-man agency." That was understandable, once you met the man. He worked all hours of the night and day. He died at 41 in 1940.

• • •

IT WAS LATE IN 1935 that I found myself in Getchell's office. The ads he had prepared for Hearst were born of the depression which still lay heavy on the land. They were intended to stimulate business recovery by persuading people to end the "buyers' strike" which they had sunk into . . . and to begin spending the money they had saved and were making for things they needed and wanted. They were intended also to show advertisers how great was the purchasing power of the millions who bought and read Hearst newspapers every day . . . and who could be influenced in their buying by the ads they saw there. Primarily, they were public service, patriotic ads. (But, of course, more buying by the public would help not only business and advertising but also the Hearst papers.)

I don't know whether the idea for the campaign came from Getchell or Hearst. The first I knew about it was when young Bill Hearst, Jr., the publisher of the *New York American* (he couldn't have been more than 30 at the time) who had hired me only three months previously as promotion manager of the paper, came to my office with Getchell's ads in Getchell's elaborate portfolio.

"Pop wants you to look these over and tell him what you think of them," he said without much explanation.

"Let's do it together now," I said as I opened the portfolio.

The ads were typically Getchellian. Each had a large photograph across the upper two-thirds of the page. The captions and subcaptions were in a bold Futura. The copy, in three columns, was in 14-point Bookman.

Each ad was devoted to a specific classification of merchandise (Men's Wear, Sports Goods, Musical Instru-

ments, Automobiles, etc.). Each photograph, taken especially for the campaign, showed a happy couple or family in the act of buying something . . . or enjoying the things they had just bought. The headings were fast-moving, catchy (like "You Look Like a Million Dollars" for the Men's Wear ad).

Each ad played up the "Buy Now" theme (buy now for your own good and for your country's good) . . . and each ad, in the set we were looking at, was signed by the *New York American*.

"Bill," I said, "I think there are two things wrong with these ads. In the first place, they violate my contract." (At my insistence, the contract of employment stipulated that all *American* promotion was to be done by the promotion department. Already, there was a trend among publishers to give the big, important campaigns to ad agencies for execution, and to confine the promotion department to the lesser jobs. I didn't want to get credit nor did I want to be blamed for campaigns prepared by others. I wanted our own promotion staff to do all the work and to function like an agency for the newspaper.)

"Let me stop you there," said Bill. "I thought you'd bring that up. These ads are not just for the *American*. They are for the Hearst chain. In each city they are to be signed by a local Hearst paper. And besides, the arrangement with Getchell to do this series was made before we began talking to you about coming to the *American*."

"Just the same, I don't like it. Everybody I know in the business will think I and my staff produced these. Let the *Journal* sign them in New York, why don't you?" (Pop owned the *New York Journal*, too.)

"No, the ads are for the Hearst morning and Sunday newspapers, and Pop wants the *American* to spearhead the campaign. (Among all his newspapers, the *New York American* was always Hearst's favorite.) "Don't you like the ads?"

"No, and that's my second point. I don't like the use of the imperative in the copy and the feeling of urgency and immediacy. I don't think people like to be admonished or scolded or told what to do. Often they'll clam up and do just the opposite. Too many people, in and out of the government, have been preaching the 'Buy Now' sermon and nobody has paid much attention to it. I think these ads will make people wonder why the public isn't buying and why they are being urged to buy . . . and this will frighten them into playing safe and doing less buying.

"If you have to run the campaign, why don't you emphasize the fact that people *are* buying now. Plenty of them are . . . and they're enjoying it and benefiting by it. That will persuade others to buy."

"Well, maybe," said Bill, "but I don't think Getchell will want to change the ads now. I'll tell Pop what you said."

• • •

THE NEXT THING I KNEW was that Mr. Hearst wanted

to see me about the campaign and Bill would take me over to the Ritz Tower, where his father was staying, and introduce me.

The room we entered, late in the afternoon, was a huge one. At one end was a huge man (Hearst was tall and heavy) bending over a small desk and scribbling away on a sheet of paper. At the other end of the room was Colonel Joseph Willicombe, Hearst's confidential secretary.

Hearst rose and smiled. Bill introduced me and left for another appointment.

"Bill told me what you said about the Getchell ads," said Hearst in his high-pitched voice. "I think you are right. I took one of the ads and tried my hand at the new approach. Here's what I've written. Tell me what you think of it?"



He picked up the sheet from his desk. The copy was for the Automobiles ad and it was good. It emphasized the joys of owning and buying a car and replacing wornout cars . . . joys which millions of Americans ("especially the prosperous and forward-looking readers of the Hearst papers") were experiencing. It was happy-sounding, not admonishing, copy.

It had the characteristics that marked all of Hearst's editorials and other writing. Short, pithy sentences; and short, often one-sentence, paragraphs. Much repetition of words . . . with sentence after sentence and paragraph after paragraph introduced by the same word or phrase. (This was his way of emphasizing a thought, driving home a message.)

I couldn't get over the fact that here was one of the wealthiest and most influential men on the American scene and a power throughout the world, who had taken

the time and trouble to write a promotion ad for his newspapers. Hearst owned I don't know how many organizations . . . newspapers, magazines, radio stations, movie companies, news-gathering and picture-gathering firms. Every year he went to Europe and talked with kings, emperors, and prime ministers. He hired men like H. G. Wells, Gilbert Chesterton, Lloyd George, Ramsey MacDonald, to write for his publications. His salary in 1935, the year that was just ending, was \$500,000, the highest salary in the country. (This was disclosed by Congress when it issued a list of the top-salaried Americans.) My salary was quite a bit less than that, and here I was reading and appraising Mr. Hearst's copy.

I told him I liked what he had written.

"Now, don't say that unless you really think so, Mr. Benneyan. Don't be afraid to tell me what you think. I'm not an ad writer, you know."

"But I do mean it. I think this is good copy. And any time you want a job as a copy writer, there's a desk waiting for you in my department."

He chuckled. "Did you hear that?" he called to Willicombe. "Did you hear what Mr. Benneyan said? He said I could have a job in his department as a copy writer. I'll remember that."

"Now," he said seriously, "you take this copy to Mr. Getchell and tell him to rewrite the other nine ads along this line. Tell him to use my copy as his guide. Tell him to use this sub-caption in all the ads." The sub-caption was *The 24,000,000 People Who Read The Hearst Morning and Sunday Newspapers are BUYING AMERICAN and BUYING NOW*. (The "Buying American" thought was an expression of Hearst's patriotism. As in all depressions, the American market was being flooded with foreign-made goods.)

"Colonel Willicombe," he added, "has phoned Mr. Getchell and he is expecting you."

It was already after 6 and I wondered why a big-shot agency man like Getchell would still be sticking around his office. How little I knew him, or, for that matter, big-shot agency men!

• • •

"I WON'T DO IT" said Getchell when I got through delivering Mr. Hearst's message and handed him "The Chief's" copy. "I won't do it. Do you see any reason why we should do it?" he asked those clustered around him. They all said or looked no. "No, goddamit, I won't do it."

"But I'm only telling you what Mr. Hearst said," I said.

"But I won't do it. He's wrong. The ads are better the way they are. They're all done. They're wrapped up. We've spent too much time on them already. We've done what we agreed to do. We've already lost money on the fee Hearst is paying us." (The fee was \$10,000 for the 10 ads. Since they were really house ads, appearing only in Hearst papers, there was to be no agency commission.)

"I think you'd better tell Mr. Hearst yourself how you feel about it. Why don't you phone him now, so I'll know what to do."

"By God, I will," and he picked up the phone. "Get me Mr. Hearst at the Ritz Tower."

"Mr. Hearst," he said a moment later, "There's a young man here named Benjamin" ("Benneyan" I corrected him, quietly) "named Benneyan, who says you want me to do these 10 ads over again. Is that right?" He waited for Hearst's reply, then said, "I can't do it, Mr. Hearst."

And he went into a heated explanation as to why he couldn't and wouldn't.

Hearst, apparently, did little but listen. At the end, he must have said something, because Getchell said "all right" and hung up.

"He wants you to go back to the hotel now," said Getchell. "He wants to talk to you again. And, here, take this copy with you."

• • •

BACK TO THE RITZ TOWER I went, wondering what was on Hearst's mind.

"Mr. Benneyan," he said "I can understand Mr. Getchell feeling as he does. We'll pay him his fee for the ads. But we won't use them as they are. I think you had better write the new copy yourself."

"Well," he added with a smile, when he saw the look on my face. "Don't be afraid. You can do it. Just use my copy as your guide. If I find time, I'll help you out by writing one or two more ads for you."

It was one of the toughest assignments I ever had.

I rented a room in the Woodstock Hotel on West 43rd Street, just east of Broadway, and locked myself up for two days and one night and had all my meals served in the room.

At the end of the first day young Bill Hearst phoned to say that his father had written one more ad. That left eight for me.

I had made a collection of some of Mr. Hearst's editorials and studied them nervously, to get his style. And I did my best to write as he would write.

I got back to the office, had the eight pieces of copy typed up and turned them in to Bill Hearst.

Several days went by and I didn't hear a word. I was afraid to ask how the copy was received.

At the end of a week Bill came to my office with a pile of papers that high and laid it on my desk.

"Pop didn't like the one on Musical Instruments" (he didn't say whether Pop liked any of the others). "So he asked Arthur Brisbane to try it, because Brisbane is nuts about music. Here's his copy. Pop likes this part and this part but he doesn't like the rest. Then he asked Gabriel to try it because Gabe is strong on music, too." (Gilbert Gabriel was the *American's* well-known drama critic whom Hearst had ensnared a few years earlier from the

New York Sun.) "Pop likes the part he's marked but not the rest. Pop thinks part of what Getchell wrote originally is pretty good. And here's your copy, part of which he likes."

"Pop wants you to take the four pieces and make one good ad out of them."

That, as you know, is a tougher job than starting from scratch by yourself. But I said I'd try. I was no Getchell. I was a new man on a new job (after 14 years on *The New York Sun*).

Golly, I thought, what a lot of talent and money has gone into that one ad.

The copy submitted by Arthur Brisbane (he was Hearst's world-famous editor, the author of the much-quoted, page-one column called *Today* and probably the highest paid writer this country has seen) began with six lines of poetry by Shakespeare. ("*The man that hath no music in himself*") went the first line.) I left Shakespeare in.

There were a couple of nice paragraphs from Gilbert Gabriel which I saved. And I threw in a couple of the paragraphs which I had written. There wasn't room left for anything but a sentence or two from Getchell. What a combination! But that's the way I turned it in. The photo showed a large and jolly family gathered around a piano being played by the mother, and a violin being played by a teen-age son. The caption was *Say it with Music*.

• • •

IT WAS DAYS before I knew the fate of the campaign. I imagined that all kinds of conferences were going on. I imagined that all kinds of high-talented editors and managers were changing my words, tearing the ads apart. I imagined that I would be fired for doing a lousy job.

Nobody said anything. Oh well, no news was better than bad news.

Then, suddenly and without any warning, I saw the first of the ads I had written pop up in the *Sunday American* (it was the December 8, 1935, issue) with hardly a word of copy changed. Then, the following Sunday, a second ad. Then, a third. And I heaved sighs of relief.

And so, eventually, the campaign ran in all the Hearst Sunday papers.

Of the 10 ads, two were written by the world's biggest publisher; one was written partly by the country's best-known editor and columnist, partly by a great drama critic, partly by a very dynamic and successful agency man, and partly by the young and frightened promotion manager of the *American* who, fearfully, also wrote the other seven ads. I still have the long-hand and typewritten manuscript and the tearsheets of the ads. I'm looking at them now.

Life on a Hearst newspaper was never dull, Getchell or no Getchell. ■

ABC To Audit Some Free Circulation

THE AUDIT BUREAU OF CIRCULATIONS has adopted its first comparable audit of free and paid circulation. Although ABC reports have carried totals for unpaid circulation, the detailed analyses have always been based on paid circulation only.

The change came with the adoption at the ABC meeting in New York late last month of a new, additional form in the business publication field. In this form (ivory in color to differentiate it from the blue form now being used) ABC will record in detail *free distribution to field served* in addition to paid circulation for those ABC member publishers who elect to use it. Those who do not wish to use the combined form will continue to use the blue form (modified slightly so as to present information on paid circulation only in a comparable sequence).

Business paper publishers with free circulation can start using the combined form for their audits for the 6 months ending June 30, 1961. Although only a relatively few publications are currently eligible to use the form (about 50 of the 350 audited by ABC), the change represents a considerable break with traditional concepts of the ABC, whose seal bears the inscription: Audited *Paid Circulation* (italics ours).

Reaction to Free Audit

Reaction to the move by ABC's varied membership of print buyers and sellers was mostly favorable. Among the buyers present at the meeting were several who have been working for such a change for a long time. Included in this group are some agency buyers who consider the present change as only the first step toward ABC auditing of all types of free circulation media. In general, the buyers were jubilant—at long last, they felt, they were getting what they wanted.

The business paper publishers accepted the move as a worthwhile "compromise." Both business paper members of the ABC board voted for it. The original request of buyers of business paper space had been for in-

clusion of unpaid on the standard blue form. Publishers preferred the status quo, or elimination of any reference to unpaid (a move in this opposite direction was thwarted earlier this year by buyer resistance). The optional form became the means of a compromise.

Behind the move, in addition to buyer pressure for a single audit, was evidence that audits of free circulation were becoming more popular in the business paper field. Although numbers of business papers are trending upward, business paper publisher membership in ABC was off 10, from a high of 360. Meanwhile, membership in Business Publications Audit (measuring free distribution) had increased. The change is calculated to get more business paper members for ABC.

Newspapers Oppose Free Audit

Opposition to the move, however, was unanimous among newspaper publishers in ABC. All five newspaper publishers on the board voted against it (total board vote split six to 19); and the newspaper group as a whole went on record as supporting the negative vote of their representatives on the board.

The newspaper group called the move "unwise . . . a change in position from the Bureau's purpose of dealing only with paid circulation." It called on the board to rescind the action at its next meeting.

Newspaper opposition to any move toward ABC auditing of free circulation stems from fear the free distribution shopping news publications may someday qualify for comparable audits, from values placed on circulation revenues by newspaper publishers, and from genuine belief in the principles of paid circulation.

The newspaper group, in addition to condemning the business paper audit of free circulation, took two actions designed to further strengthen the image of paid circulation in its own field:

1. It reaffirmed the exclusion of copies distributed free to hotel and motel guests from "total paid" whether the hotel paid for them or not.

2. It called for a study into the advisability of reducing the percentage of paid circulation that can be sold at reduced prices under ABC rules.

Principal innovations in the combined business publication form are:

- **Two lines in paragraph 1A** reading: "Unpaid Distribution to Field Served" and "Total Average Paid Circulation and Unpaid Distribution to Field Served." (This will differ from the regular blue form in which all free distribution, including fixed free, will be relegated to the miscellaneous unpaid category in paragraph 1B.)

- **Tables in paragraphs 2, 3, and 4** listing in separate columns (and totalled) the paid and unpaid (to field served) copies for each issue in the reporting period by occupation, industry, and geographic subdivision.

- **Explanations for unpaid in paragraph 13**—chiefly the sources of names (by direct request from recipient, by request from recipient's company, from directories, lists, other evidence). Age limit on such documents will probably be set at three years.

Buyers Seek Zone Revisions

Another important area of activity at the ABC meeting last month was the matter of zone boundaries used in reports of newspaper circulation. James N. Shryock, retiring as president of ABC, called for a system of automatic review of zone boundaries on a continuous basis. The Newspaper Division discussed ways in which its new Marketing Services Committee would enter into this problem, centered as it is in relating circulation data as closely as possible to marketing needs (for more on ABC's growing interest in marketing concepts see *Men of the Month* on ABC's new president, Alan Wolcott, page 46). The Advertising Agency Division spent more time discussing this next objective than in reviewing the new business paper audit that it had just helped bring into being.

What the agency men want is newspaper circulation data break-downs that coincide with data from non-ABC sources. They called for a study of city and retail trading zone definitions because, they say, "present definitions are unrelated to anything we get from other sources."



MEET THE PROSPER BOSTONIAN



THIS IS HIS ESTATE



THIS IS HIS CHEF



HE READS EITHER THE MORNING HERALD OR THE EVENING TRAVELER

- The Prosper Bostonian's spending ways have shot Boston to first in total retail sales per household among the Top 10 Markets.
- Over 350,000 Prosper Bostonian families

read either the Herald or the Traveler. Both papers dominate the exploding suburban communities where they live... communities that top the city in spending and earning by 3

to 1. • Retailers know these facts: that's why the Herald and the Traveler are consistently first in retail ad linage... by over three million lines in 1959.

Represented nationally by The Sawyer-Ferguson-Walker Company

FOR ADVERTISERS ONLY

An editor of a leading women's magazine was quoted recently as follows: "I'll let you in on a secret. In a mass circulation market there's absolutely, but absolutely, no way to be discriminating as to geographical, economic or educational background. We just use any list that is available. When you go out subscription-wise, you have no choice—you use the same lists."



This editor's statement may be true of subscription-type magazines. But . . . Family Circle is absolutely, but absolutely, discriminating! It delivers an ultra select mass circulation market of homemakers. How? Because of its special-interest editorial appeal "for homemakers only" . . . and because its circulation is obtained not through subscription lists at all but through supermarkets.



And what supermarkets! The Safeways . . . Krogers . . . Americans . . . Nationals . . . First Nationals . . . Colonials . . . Food Fairs . . . Winn-Dixies—just about every leading food chain you can name. What's more, thousands of independent markets, too, sell Family Circle at their checkouts.



All told, Family Circle is now distributed in some 27,000 chain and independent supermarkets in the U.S.A. That's only 7% of the total number of food stores . . . yet these stores do nearly 50% of all U. S. retail food sales!



Conclusion? Family Circle's 5,250,000-plus circulation is obtained not wherever we can get it. It's concentrated where you want it: among the homemaker-shoppers of key chain and independent supermarkets that move your brand in volume!



So . . . why not place your advertising where your business is . . . in

FAMILY CIRCLE
FOR
HOMEMAKERS
ONLY

PLANNING

How To Translate A National Media Plan Into a Test Market

- The "little U. S." concept.
- The "take-it-as-it-falls" theory.
- Four translation techniques.

OF ALL THE PROBLEMS that bedevil the media technician, one of the most complex and frustrating is the accurate translation of a national media plan to a test market.

This was the gist of a discussion of market testing problems at a recent meeting of the New York Advertising Media Planners. The panel consisted of Herbert Maneloveg, recently named media director of BBDO, and Herbert Zeltner, the new media director of Lennen & Newell.

Fundamentally, the agency media department has a supporting role in market testing. Its function is to provide in a test market a media environment as much like the national plan as possible.

Zeltner Discusses Variables

These tests, said Mr. Zeltner, might involve a new product, or a new market strategy for an established product (e.g., a change in advertising copy appeal, a variation in price, a redesigned package, a new product feature). In some cases, it is a new media technique that is being tested; in others, the test may aim to assess the effect of a higher or lower budget

level on sales and consumer awareness.

Each testing goal requires a slightly different focus for the media plan. For example, said Mr. Zeltner, a variety of problems exist in the area of timing; these may be internal (i.e., financial or production timing of product), competitive, or seasonal. A leak to a competitor before the test gets underway can result in a scramble to buy up the best broadcast spots or to distort the normal selling situation with heavy promotion. If the testing agency comes out the loser in placing spots and usurping best print positions, it can mean a serious crimp in the media plan, and consequent distortion of the test.

The seasonal nature of both a product and a medium within a market may create uncertainty. Advertising may be cut off before either peak audiences have been attained or the product's maximum annual use period is covered.

Serious distortion can result, said Mr. Zeltner, if shipping delays fail to clear the distribution pipelines and place product in stores during the

(Continued on page 78)



Homemakers
regularly
clip

recipes

from
Family Circle

Women read *Family Circle* with their minds on homemaking and their hands on the scissors.

"I am always tearing out a page here and there and saving it," they told interviewers from the Institute for Motivational Research. In three separate studies of General Mills ads by

Starch & Staff, interviewers actually checked the magazine in readers' homes—learned that **ONE-THIRD OF FAMILY CIRCLE READERS CLIPPED THE GENERAL MILLS ADS.**

If you sell food products, *Family Circle* is your indispensable medium; it reaches your best prospects—homemakers who are avidly interested in food.



FAMILY CIRCLE - "FOR HOMEMAKERS ONLY"

WHY WHY WHY MARINE PRODUCTS

Why MARINE PRODUCTS?

Because the industry wants it. Climaxing 3 years of market evaluation, Chilton personally contacted several hundred high-volume marine products dealers—salt water and inland, coast to coast. Each was shown a pilot copy of MARINE PRODUCTS. Each was queried about it in a depth interview lasting an hour or more. Did he want it? Would he use it? The answers were decisive: 97% want MARINE PRODUCTS; 93% will use the Reader Service Card.

Why a Tabloid? Why Product News?

This is the proven format for highest product visibility, for top product advertising exposure, for maximum reader response. And nothing pulls like product news. Of dealers interviewed, 89% called it a vital interest. MARINE PRODUCTS provides *more* product news than all other marine trade publications combined!

Who Will Get MARINE PRODUCTS?

The cream of the most comprehensive boating trade list ever compiled . . . in line with Chilton's policy of buying-power coverage. You get 35,000 carefully screened, high-volume prospects—guaranteed. Coverage includes *all* categories of dealers in marine supplies, services and equipment—wholesale and retail; marinas; boatyards; fleet owners; distributors; manufacturers; government offices . . . nationwide coverage of this booming \$2.7 billion market.

What Does MARINE PRODUCTS Offer You?

MARINE PRODUCTS puts your message in dealers' and manufacturers' hands economically, effectively. Its only news is product news. Its only editorial function is to tell readers about your products. It is the only reader action format in the field, geared for fast, screened inquiry processing by UNIVAC computer.



PRODUCTS?

The only national product news magazine for the entire marine industry

First issue: JANUARY 1961 BOAT SHOW NUMBER

Whether you take a quarter-page at \$200 (12-time) or a full-color insert, act now to be aboard the first issue of MARINE PRODUCTS, the *reader researched* magazine launched to meet a proven need. The publisher is Chilton, one of the most progressive in the business . . . one of the most experienced (19 leading trade publications) . . . known for its industry-influencing editorial, quality of circulation, and unsurpassed market research facilities. For rates and data, write, wire or call collect—home office or nearest branch. Closing for January MARINE PRODUCTS is December 5.

MARINE PRODUCTS A CHILTON PUBLICATION

Chestnut & 56th Sts. • Philadelphia 39, Pa.
Phone SHerwood 8-2000

MATERIALS • SUPPLIES • EQUIPMENT • SERVICES • ACCESSORIES • MARINAS

Boats/boats, November 1960

(Continued from page 74)

period when the bulk of media impressions are being thrown against the market.

Many of these uncertainties in timing and logistics, Mr. Zeltner pointed out, complicate measurement and interpretation of the test results, as does a lack of definition of the objectives of the test. **Mr. Zeltner emphasized the importance of setting up clear-cut goals for the test.** These may include measurement of sales effectiveness; measurement of consumer awareness; resolution of manufacturing and shipping problems; increased understanding of retailer and distributor problems.

On another level, testing is beset by a variety of limitations in measuring and interpreting techniques, many of which are conditioned by the media environment. Typicalness of the market is obviously a requirement for accurate measurement; but, said Mr. Zeltner, typicalness from the media point of view and from the marketing point of view are sometimes in conflict.

Two Schools of Thought

He outlined the difficulties in picking a market that would reflect the national media plan accurately. One school favors the so-called "little U. S." concept. This group attempts to discover a test area that is essentially a microcosm of the nation as a whole in respect to the media available and the relationships among them. Mr. Zeltner admitted that such a market does not actually exist, and that a good deal of "averaging and

assumptions" must be employed in order to make a specific test area conform.

Another group of media planners believes that such assumptions are too many and too far-reaching. Consequently, they favor the concept of "take-it-as-it-falls" in picking a test market. This technique requires the selection of a test area that meets the marketing requirements of the test; the media plan is implemented exactly as it would be if the national plan were in effect. In other words, Des Moines, for example, would play the same role in the test as it might in the national campaign. As Mr. Zeltner put it, "you chop off that slice of the national effort and that's your plan."

Maneloveg on Translation

Mr. Maneloveg prefaced his remarks with this statement: "I don't know of a media chore more complex and, at times, more frustrating. This frustration usually comes from introducing a product into test markets with pre-determined dollars too small at a local purchase level or by translating a minimal national plan so that the delivered advertising impressions are few and far between. What have you really tested then? Where do you go?"

Mr. Maneloveg hastened to add, however, that the frustrations and problems do not make media translations impossible, but merely difficult.

The way a media translation is performed, he said, is dictated

by the marketing philosophy of the client. Such philosophies, he added, "are not in short supply today." There is the Investment Spending School, "whose sophistication or bank balance will allow media to translate according to the degrees they possess of each." Then there are the Advertising to Sales Ratios Factions, who often demand profitable return at the outset.

Mr. Maneloveg touched briefly on other factors that influence the direction of a market test from a national plan—how long to test to get a true picture; what proportions of weight to place at the launching period compared with the sustaining effort; where to test; how big an area to test. But his main theme was the media problems of test market translation.

There are, he said, four major translation techniques:

- Equalizing media dollars.
- Equalizing the number of spots and insertions.
- Equalizing media reach.
- Equalizing media impressions delivered into a market.

In Mr. Maneloveg's opinion, the practice of trying to prorate the dollars of a national plan to a single test market (or even a group of test markets)—a technique popular among certain industrial and hard goods accounts—is generally ill-advised. The cost per thousand situation varies from market to market, which means that the same pro-rated dollars produce varying media weight. Since available media differ from market to market, one is likely to end with



"... it is important to set up clear goals for the test."

—Herbert Zeltner, media director, Lennen & Newell.



"... the most logical approach is to equalize delivered impressions."

—Herbert Maneloveg, media director, BBDO.

different plans in each market, merely from the necessity of spending a fixed number of dollars. This complicates comparison with the national plan.

Equalizing the number of spots and insertions is a somewhat better method, although it raises more problems than it solves. For example, said Mr. Maneloveg, one is faced with the question of whether a minute commercial unit in national television can be translated accurately into 20-second spots in a local market. Then there are problems of varying degrees of duplication, pass-along readership (in national magazines vs. local supplements), and advertisement noting.

Trying to equalize reach comes closer to the correct solution. However, it presents problems of measuring the unduplicated reach and corresponding frequency of a national magazine vs. a local newspaper buy. "It depends," said Mr. Maneloveg, "on how far the agency has gone in the measurement of total reach of all media." Another problem is that in achieving reach in local broadcast fringe time equal to that expected in network, the additional number of spots builds an excess frequency that may tend to distort the media pattern.

To Equalize Impressions

Mr. Maneloveg believes that the most logical approach is to equalize delivered impressions, because the many variables can be

most easily controlled.

"Inherent in this task," he added, "along with the preceding methods, is how to compensate for loss of network climate and prestige. What 'impact' factor do you have to add to local fringe spots?" There are many ways to do this, Mr. Maneloveg said. One logical solution might be to assume that media rates fairly reflect the desirability and importance of time periods. If a network minute costs \$4.00, and a fringe minute \$2.50, then, reasoned Mr. Maneloveg, one may assume that the impact difference between the two is 60 per cent, which is duly factored into the translation. Similarly, in translating a four-color magazine advertisement into a locally-available supplement or ROP newspaper advertisement, a study of noting scores for certain product groups in the two media must be made in order to arrive at suitable factors necessary to adjust delivered audience levels.

Mr. Maneloveg also pointed out that, although delivered total impressions was the translation base used in his illustration, different product profiles may dictate different bases (e.g., delivered homes, delivered female impressions).

Where To Test

Where to test, is a problem in itself, and such a serious one that it is usually difficult to produce as many as four good test markets for certain media conditions. Ideally, said Mr. Maneloveg, the mar-

ket should have three television channels, in order to reproduce network competition, especially if network television is important to the national plan. If national magazines play a part nationally, then the market should have a local roto supplement, which will offer the necessary color.

The market should if possible be isolated from media overlapping from other markets. The test market should be typical of the country as a whole. "Definition of the market itself is a challenge. If TV is a prime media buy, it forms its own market; and distribution should encompass the whole television area. On the other hand, print weight rapidly diminishes toward the edges of a market area, and one should be careful not to stock the product where there is little media weight. Conversely, one may add print media to outlying areas in order to cover the whole market."

Test Markets Necessary

In summation, Mr. Maneloveg repeated that test market translations produce something better than mere problems. "In spite of its totality of horrors, it is a *must* for most clients—a media challenge that must be met by each agency. Before we plunge fully into the national spotlight, we should test our way to make sure we are on the right road with the right product, with the right advertising weight to sustain a profitable share of business. The local translation of a national plan is the way to do it." ■

Management Challenges to Research Stated at ARF Annual Conference

- **Researchers report their progress, describe unanswered problems.**
- **Advertising effectiveness discussed for third consecutive year at conference in New York.**

ADVERTISING RESEARCH FOUNDATION at the least deserves "A" for effort. Its last two previous annual sessions and part of this year's were devoted to searches for measures of the selling effectiveness of advertising, and while little has been produced that advertising men can sink their teeth into, it has been stimulating to the audiences to view the complexity and dimensions of the problem.

Management Challenge

The first morning session of the ARF was devoted to the theme, "Management Challenges and Research Responses," with four speakers

taking a sub-theme, "Implications of Management Goals to Research Directions." The ARF reasoning behind this orientation was expressed by the chairman of this session, Richard F. Casey, research head of Benton & Bowles, as "now is a particularly opportune time to direct some probing attention to the question of perspective." He referred especially to perspective between the researcher and the management function which must make the decisions, essentially a two-way communication which "permits thorough specification of the problem areas on the one hand, and lucid transmission of relevant information on the other hand."

A. Edward Miller, publisher of *McCall's*, in presenting a magazine's

point of view, maintained that meaningful research can only be a fully integrated part of management. He said that this was based upon the assumption that management has goals, although these are sometimes hard to get defined. It is easy enough to talk in terms of circulation goals, advertising goals, and profit objectives, he asserted, but long-range objectives are essentially, "the constant improvement of the magazine's service to its readers and the constant increase in the editorial dynamic which truly anticipates the ever-changing conditions under which the readers live." He declared that there are two minimal requirements of research in magazine publishing:

(Continued on page 82)

ONLY *THE TOOL AND MANUFACTURING ENGINEER* can give you PROOF OF MARKET!

of readers, thus assuring you are covering the right market.

■ To furnish you this critical information, *THE TOOL AND MANUFACTURING ENGINEER* utilizes the services of an independent research organization—John T. Fosdick Associates. This service goes far beyond the usual "Noted", "Read Some" and "Read Most" studies employed by some publications. It uses the personal interview technique which actually establishes readers' functions within their companies and gives you detailed information as to the extent of their buying influence.

■ The result is—COMPLETE PROOF OF MARKET!

■ The measurement used is called the Job Application Score. Each reader interviewed comments on each advertisement studied, stating whether the product or service has direct application in his work and, if so, whether he has actually purchased it, participated in its selection or supervised personnel using it.

■ Job Application Scores dramatically highlight the numbers of readers who are in a position to take buying action on the products presented in your advertisements. These figures add up to the most comprehensive and concrete proofs of buying authority presented by a manufacturing publication. Through them, you can prove you are thoroughly covering the right market!

■ Remember—only *THE TOOL AND MANUFACTURING ENGINEER* in its field provides this proof of market! Combine this with outstanding editorial fare and 40,000 qualified readers—and you have an advertising medium second to none!

■ Your TTME Representative will be happy to review the details of the Fosdick Advertising Studies with you at your convenience.

*the tool and
manufacturing
engineer*



Published by American Society of Tool and Manufacturing Engineers • 10700 Puritan Ave. • Detroit 38, Mich.



FIVE ARF OFFICIALS at the conference are (L-R) Donald S. Frost, vice president of Bristol-Myers Company; Richard F. Casey, vice president in charge of research of Benton & Bowles, Inc.; A. Edward Miller, publisher of *McCall's*; Harry F. Schroeter, director, General Advertising Department, National Biscuit Company; and John C. Sterling, honorary chairman, *This Week Magazine*. Mr. Casey was chairman of the Conference Program Committee; Mr. Miller is a member of the Foundation's All Media Audience Committee; the others are directors.

(Continued from page 80)

"First, I must have the kind of marketing, or promotional research, which will enable me to sell the advertising values—and pages—of my magazine most effectively. This is research which is oriented largely to our advertisers. It is research which will enable advertisers to bring sound judgment to bear on their media-buying decisions.

"The second area in which research is of value to a magazine publisher is for internal use only. It enables management to run the business aspects of the company by producing a factual basis for decision-making. This research can range from studies of consumer reaction to editorial content to studies of circulation methods, pricing, etc.

"In media research, two elements are essential. One is doing research of unassailable integrity, the other is the meaningful communication of the research findings. It seems to me there is more abuse in the communication of research than there is in the technical aspects of actually doing the research. Despite this, most of the policing activities which we are accustomed to working under have been directed at the technicalities of research rather than at the reporting of the results or

the interpretations of the findings. I suggest some consideration, time, and energy be given to this aspect of research. We would gain by it."

Mr. Miller said that another area in which perspective was needed was in marketing. He said that it has become the vogue for media to offer full marketing services to advertisers. He declared that he was opposed to this trend, "for media to offer marketing services to advertisers can be only redundant and wasteful. Media—apart from knowing the big general picture, plus snatches of unrelated items of information picked up here and there—are the farthest removed from any specific advertiser's marketing problems. Media's marketing efforts, therefore, tend to be a waste of the advertiser's time and the media's money."

The point of view of a newspaper was presented by Robert K. Drew, vice president of *The Milwaukee Journal*. He urged research that would develop data on comparable media costs. "The average newspaperman is bewildered by most of the media cost comparisons tossed around these days. He can admire the favorable return per dollar achieved by much advertising in most media, but he can't admire most of the criteria we see used to support the media

placement.

"Here is the important research challenge for all of us. Someone must negotiate or determine better ground rules than any which simply serve a purpose. We need properly set specifications of terminology when talking in terms of comparable cost, audience, coverage, reader-viewer, circulation-exposure. While new yardsticks might be continually introduced (some made of rubber), those involving serious inter-media values should be isolated and then strictly adhered to.

"Some non-media people in this audience could construct proper, acceptable measurement standards and hold up costs for all to see.

"What we ask are simply the criteria for evaluating comparative media selection and cost. If today's data-processing machines can read or write at the rate of four full-length novels a second, we advertising men should be able to get a set of genuine cost interpretations. Between us we should be able to augment the task with any research needed to fill in the data holes."

A broadcast point of view was presented by Arthur H. Hayes, president of CBS Radio, a division of Columbia Broadcasting System. He urged that buyers of radio time should distinguish research that concerned the medium and that which concerned the use of the medium, two aspects of radio that are often confused.

The Medium vs. Its Use

Mr. Hayes asserted that radio should not be judged upon the creative effort put into radio commercials, because the medium may not be used properly, as when a program directed to teenagers carries commercials that seek to sell refrigerators. Research should furnish a reason why the advertiser should choose between radio and television, between network or national spot, he declared, and this reason may be different for every product and the type of message the advertiser seeks to convey.

The speaker maintained that there should be research into the effect of types of broadcast on the audience, not only to find out how many listen, but also whether they would prefer some other type of broadcast.

Peter Langhoff, vice president of Young & Rubicam, presented

an advertising agency point of view. Stressing the fact that the marketing function of the corporation is attracting increased attention from top management, he asked how the marketing director, who has the task of meeting corporate goals, is to do his work.

The Marketing Director

"It seems that the marketing director is closer to an architect than he is to a plumber. He must think in the abstract, understand the underlying fundamentals and principles for influencing the consumer, and be able to put all these elements together into a workable plan. The strategic marketing plan is not then the sum of the tactical plans for sales management, promotion, advertising, and publicity. It is rather the master plan which gives direction and coordination to the individual tactical plans. It also provides the objectives against which efficiency of advertising can be measured.

"The challenge to management is to have the foresight and courage to give financial as well as spiritual aid to scientific marketing. Industry has become accustomed to the high cost of research and development in the physical sciences. There are those who feel that industry may have gone overboard in support of product research and development and have overlooked the greater needs for analysis and planning of marketing opportunities. We are going to have to break the budget barrier and gain acceptance for a new and far broader scope for marketing planning, including the information system which it requires.

"A Scientific Evaluation of Goals" was the subject of C. West Churchman, professor of business administration at the University of Colorado.

Dr. Churchman declared that much research into human needs lies in the future: "The universe of man's needs and what we might do about it." Touching upon the thesis of Mr. Hayes, he asked, "We want to know what kind of listening, whether by young or old, rich or poor, as well as how many. We want to know whether the broadcast was a success or a failure due to the choice or to the use of the medium. We want to know what are the mistakes we make, rather



CONFERRING BETWEEN SESSIONS: (L to R) Peter W. Allport, executive vice president of the Association of National Advertisers; Frederic R. Gamble, president of the American Association of Advertising Agencies; Gilbert H. Weil, ARF general counsel, and A. Edward Miller, publisher of *McCall's*. Mr. Miller spoke at the morning general session, "Implications of Management Goals to Research Directions."

than merely whether persons are watching and how many. Was the broadcast effective, was it appreciated?"

Study of Leisure Time

Dr. Churchman suggested that advertising might study long-term values and the use of related products. One long-term trend, he said, is the decrease in the average work week.

However, the worker often seeks other jobs in his spare time, so that leisure time may not be a long-term good, merely the removal of drudgery. Fruitful results might be developed for advertising if it could study why people spend their leisure time as they do, not merely how they spend it. Perhaps, he suggested, they may spend leisure time in ways merely to express their own individuality. "The most mysterious thing in the universe is why men want what they do want, and we should spend more time in trying to solve this mystery."

Our \$800 Billion Economy

The theme, "Management Challenges and Research Responses," was picked up at noon and pursued throughout the rest of the conference.

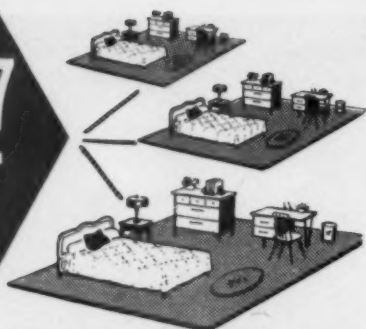
This was a kind of umbrella-like topic that allowed the speakers rather wide latitude, and some of them even disregarded it entirely.

The major challenge enunciated was by Arno Johnson, chairman of the board of directors and executive committee of ARF and vice president of J. Walter Thompson Company. His topic was "The Role of Advertising Research in Expanding Our Economy." Mr. Johnson has spoken for several years now on the general subject of our expanding economy and the advertising effort that is necessary to support it, and it seems that he has always been right in his prognostications. This discussion was on the same general theme, except that it was given the added point that good advertising research is needed to direct the advertising volume foreseen.

The speaker's outlook for the next decade is a rosy one. By 1971 our productive ability will reach \$800 billion, he estimates, compared with \$505 billion in 1960. "To support that level of production and supply the revenues needed for adequate defense and expanded government services, our standard of living must improve to a level of over \$510 billion of personal consumption. This means selling an additional \$181 billion or

(Continued on page 84)

\$1,149¹⁷
PER ROOM



That's the average FURNISHINGS expenditure for each of the 1,512,500 rooms in the nation's booming Motel Market. And, 238,329 new rooms will be added in the next 12 months alone . . . an immediate \$273,880,536.93 market for everything from beds to bath mats, TV sets to traverse rods.

Who's doing the buying? . . . approximately 60,370 individual motel owner-operators; plus about 30 chain headquarters offices which do some of the buying for the 130 wholly owned chain motels in the country.

Why do they buy? . . . *because their building is their business!* Its construction, appearance, and furnishings decide the success or failure of the business. Whether it's building materials, furnishings, or equipment, today's successful operators buy the item that's pre-sold on quality *as well as its ability to attract guests.*

Already representing an investment of over 8 Billion Dollars, the Motel Market continues its fantastic yearly growth . . . pacing the tremendous increase in commercial and tourist travel.

Born with the industry—in business when “motels” were called “tourist courts”—the JOURNAL serves the market and the market's advertisers with *editorial, research, and merchandising* know-how derived from 23 years experience. Concentrating its paid and controlled circulation among the 25,000 progressive, above-average motels, TCJ delivers the market as does no other medium. Among motel operators, “I saw it in the Journal” means *business!*

NEW!



“HOW TO SELL MOTELS-USA”

a complete, concise “inside-the-market” presentation of Motels-USA—

- How much they buy
- What they buy
- Where and How they buy
- Who buys

a must for advertising and sales planning!

Ask your TCJ Representative, or write Tourist Court Journal, Temple, Texas



TOURIST COURT
Journal
TEMPLE, TEXAS

The National Magazine of MOTEL MANAGEMENT

ARF

(Continued from page 83)

55 per cent more than the 1960 level of \$329 billion.”

\$25 Billion in Advertising

Mr. Johnson added that by 1971, in this \$800 billion economy, the average personal income per household will exceed \$10,000. “Some \$25 billion of advertising investment annually may be needed in 10 years to create these expanded markets, over double the 1960 level of \$12 billion of advertising. Certainly the management decisions involved in an annual investment of this magnitude should justify increased efforts for sound and basic advertising research to make the advertising increasingly effective.”

The expanded economy of 1971 will not rest upon population growth alone, although the 1960 level of 180 million should increase to 220 million by then. More population can contribute only one-third of the needed expansion in total consumption expenditures. “The remaining two-thirds of the needed expansion in consumer markets by 1971 must come through improvements in per capita living standards and habits. Expansion in the total food expenditures, for example, can come about through changes in food habits—upgrading the diet and increasing the quality, convenience, variety, and range of selection of foods. But this will increasingly need the educational and creative stimulus of advertising along with the advertising research that is needed to make advertising more effective and efficient.”

Mr. Johnson concluded: “The sort of research effort and creative thinking which has been applied in our production economy to improve efficiency, process, and products, must now be applied to improving the efficiency and effectiveness of advertising and the whole marketing process in a consumption-oriented economy characterized by a rapid upgrading of our whole standard of living and way of life.”

In the measured tones of management laying down the law to the work

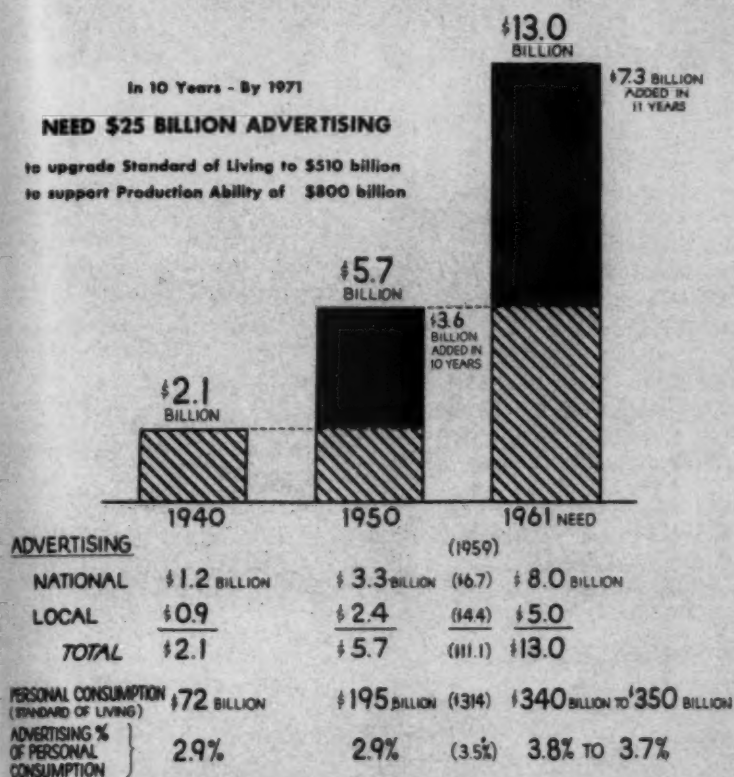
\$13 BILLION ADVERTISING NEEDED IN 1961 TO SUSTAIN ESSENTIAL BETTERMENT OF LIVING STANDARDS

Chart 4

In 10 Years - By 1971

NEED \$25 BILLION ADVERTISING

to upgrade Standard of Living to \$510 billion
to support Production Ability of \$800 billion



Source: 1940, 1950 and 1959 estimates by Printers' Ink

J. WALTER THOMPSON COMPANY

force, the executive vice-president of General Foods challenged advertising researchers to come up with some much-needed answers to knotty questions. C. W. Cook (whose company allocates some 5 per cent of its total advertising appropriation—or between \$3 and \$4 million—to marketing and advertising research), called for increased efficiency of advertising in an era of profits squeeze, high competition, and widespread criticism of advertising. "These same factors," he said, "dictate the undertaking of some pioneering research by you and all the others whose function it is to help your clients to the utmost in their quest for greater efficiency in marketing their products."

Among the questions Mr. Cook posed were these:

- How much advertising is enough, especially with respect to established categories and brands?
- What is the extent of sustained interest resulting from a given quantity of advertising? How much awareness of product is created by a given quantity of advertising? Even more important, how much of this awareness can be stockpiled? How much is remembered for how long?
- How long does it take to make a lasting impression? How much of a holdover benefit can we expect?
- Which advertising approaches

(Continued on page 86)

When planning your client's

1961

ELECTRONICS ADVERTISING

remember to include

CANADA

U. S. manufacturers sold more than \$78 million worth of electronic components and equipment to Canada in 1959 (latest available figures). This is over 80% of all electronic products imported into Canada.

You can reach the key people every month in this large and growing market (approximately half a billion-dollar total production in 1959). Use the leading publication serving Canada's electronics industry — in management, research, design and application...

CANADIAN ELECTRONICS ENGINEERING

For market data file 2-E,
write: 481 University Avenue,
Toronto 2, Ontario, Canada

A Maclean-Hunter Publication

HOW TO SELL TO ENGINEERS AND SCIENTISTS

ASTM BULLETIN

American Society
for Testing Materials
1916 Race Street
Philadelphia 3, Penna.

Gentlemen:

Please send information on how we, too, can sell to the senior engineers and scientists who do materials research, testing, evaluation, and write the authoritative ASTM Standards.

Name

Title

Company

Address

why you can't get an
AIRCRAFT & MISSILES
HANDBOOK
ISSUE
 until next March



Last March, the A & M Handbook Issue was an aerospace industry sell-out, with orders for copies flooding in so fast that we just plain ran out. Aerospace engineers went wild over the Handbook issue because it contains the stuff they want and want badly. They use it for design specs and buying data.

The lesson is clear for wide-awake advertisers. Here is the single issue that's the basic buy with twelve months of exposure. This is the one your customers and prospects keep and use... this is the one reference aerospace engineers find almost indispensable.

Closing date is February 8th for the 1961 issue. It will be crammed with more of the data that made last year's issue such a sensation. Regular advertising rates make it a real media bargain. Call, write or wire your A & M representative today.

**SOME OF THE REFERENCE FEATURES THAT
 GIVE THIS ISSUE ADVERTISING EFFECTIVENESS**

- Directory of missiles and space projects — their service assignment, mission and current status
 Including: Technical illustrations and physical specifications
- All available data on future missile projects
- Dollar value of contracts of all major missile contractors — prime and subcontractors
- Company names and addresses with names of project heads in engineering — procurement — production
- Aircraft specification and data charts — U.S. and foreign
- Aircraft engine specification and data charts
- Data on propulsion and fuel systems
- Data on guidance systems, including listings of manufacturers, principal types and contract values.

BONUS CIRCULATION AGAIN THIS ISSUE

AIRCRAFT & MISSILES
 THE APPLIED ENGINEERING MAGAZINE FOR THE AEROSPACE INDUSTRIES

A CHILTON PUBLICATION
 900 AND CHESTNUT STREETS
 PHILADELPHIA 26, PA.
 BRW 5-2000

ARF

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drive away some of the users of the product? To what extent is the confidence of the consuming public in all advertising undermined by dishonest and tricky advertising?

The conference at the Hotel Commodore in New York last month extended to one and a half days from the single day occupied in other years. The morning on the second day was presided over by Dr. Wallace H. Wulfeck, former chairman of ARF and vice chairman of William Esty Company, who started this whole quest for effectiveness measures by his luncheon address at the ARF conference in 1957.

The most promising and actually the most rewarding talk at this session was delivered by Michael H. Halbert, operations research specialist in the advertising department of E. I. du Pont de Nemours & Company.

He described in part his company's "Project Salad." This is a name given to an attempt to use the mathematical and theoretical approach of operations research to discover the effect on profit of advertising and marketing. The name "Salad" is derived from "Sal" from "sales" and "ad" from "advertising," since, as it was put, "a successful sale, like a successful salad, is composed of the correct ingredients mixed in the correct proportions, and a little bit of luck."

Project "Salad"

The part of "Project Salad" discussed by Mr. Halbert covered the marketing of a Du Pont consumer product, and was concerned with share of market and brand switching. An experimental design was set up to indicate how consumers might switch from brand to brand, thus indicating brand loyalties, capture rates, and loss rates. Du Pont provided funds enough for an experiment that lasted many months. "Different amounts of advertising effort," Mr. Halbert explained, "were directed into different sales territories, and data were collected as to the initial market shares and to the changes in market share as they occurred during the experiment."

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ARF

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"This part of the measurement program required more than 70,000 customer contacts. In addition to the brand share data, we also measured the initial distribution pattern and the changes in the distribution pattern during the course of the experiment."

The company's conception of the effect of advertising was that it might do five things:

1. Encourage more customers to buy the product class being investigated.
2. Encourage customers to shop in retail outlets that handle the Du Pont brand or encourage more retail outlets to handle it.
3. Get more people to make the brand decision themselves or to leave it up to the clerk.
4. Get more customers to specify the Du Pont brand.

5. Make retail clerks recommend the Du Pont brand rather than competitive brands.

Can Predict Market Share

The results of the many months of effort were that Mr. Halbert's associates can now predict the market share for this Du Pont product and for each of its competitors. This prediction can be made utilizing the knowledge of advertising expenditures in the territories and the distribution structure there. "Once we can predict market share and thus total sales, we can compute the gross profit for any suggested advertising budget level. Since we know our marginal cost for any production level, we can then compute the contribution to gross profit for any advertising budget level. This enables us to recommend changes from period to period in the total budget for this product's advertising."

Variables Not Measured

In this experiment there were many variables that Du Pont did not try to measure. These included changes in the general economic pattern of consumption, radical changes in price or distribution, major actions by competitors, significant changes in product quality characteristics or packaging, and variables associated with specific media and product claims.

Although Mr. Halbert sketched the design of the experiment, he did not tell how the experiment was carried out. His talk was suggestive rather than definitive even in respect to the experiment he was describing. Nevertheless, Dr. Wulfeck, in his remarks of appreciation, declared: "This shows that after 23 years, market research is on the road to respectability and practicality."

Two Psychologists

The next two talks on the Wednesday morning program were by Lytle V. Jones, professor of psychology and director, The Psychometric Laboratory, University of North Carolina, and Leon Festinger, of the department of psychology, Stanford University.

Dr. Jones maintained that research offers a challenge for management, which was, "Ask the right question."

This P.A. Tells Us . . .

ADS MEAN MORE IN REGIONAL PURCHASING MAGAZINES!

Ray Murray says, "PACIFIC PURCHASOR informs me and my associates of new ideas in purchasing techniques, as well as bringing to us news about the people, products and plant facilities of our present and prospective suppliers. Being well-balanced with information about the activities of members of the local and national purchasing fraternities, this publication rates very high on my reading list."

Mr. Murray reads The PACIFIC PURCHASOR, an Associated Purchasing Publication covering Northern California. His views are typical of P. A.'s across the country. They read their REGIONAL MAGAZINE FIRST.

Investigate Our Central Billing System

One order, one invoice for any combination of member publications. Plates duplicated and distributed. Write for details.

Reading Habits of Industrial Buyers — A 16-Page Report

Results of 400 personal interviews—available on request.

THE ASSOCIATED
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1220 Huron Rd.
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Cleveland 15,
Ohio



C. R. MURRAY

Ass't Gen'l Purchasing Agent—System
Southern Pacific Co., San Francisco, Cal.

The Alabama Purchaser
Birmingham 3, Alabama
The Cincinnati Purchaser
Cincinnati 3, Ohio
Connecticut Purchaser
Ansonia, Connecticut
The Detroit Purchaser
Detroit 2, Michigan
Dixie Purchaser
Atlanta 5, Ga.
Florida Purchaser
Tampa, Florida
Heart of America Purchaser
Kansas City 2, Missouri
Hoosier Purchaser
Indianapolis 7, Indiana
Mid-Continent Purchaser
Tulsa 3, Oklahoma
The Midwest Purchasing
Agent
Cleveland 15, Ohio
New England Purchaser
Boston 10, Massachusetts
New York Purchasing Review
New York 5, New York
North Central Purchaser
St. Paul 14, Minn.
Oregon Purchasing News
Portland 4, Oregon
Pacific Purchaser
San Francisco 5, California
Philadelphia Purchaser
Philadelphia 2, Penna.
Purchaser
Syracuse 2, New York
Southwestern Purchaser
Dallas 1, Texas
Southwestern Purchasing
Agent
Los Angeles 14, California
Washington Purchasing
Agent & Manufacturer
Seattle 99, Washington

Define precisely the problem, specify without ambiguity the question posed, and research willingly will attempt to provide an answer." He maintained that consumer attitudes might be useful indices of effects of advertising. "In some cases, attitudes toward product acceptance, or better, change in product-acceptance attitude over time, may be a sensible criterion of advertising effectiveness. If, as a function of knowledge about the product, consumer attitudes become more favorable, then advertising in an important sense has fulfilled its aims." Dr. Jones described various studies of overall attitudes toward products and also of attitudes concerning various features of a product.

Dr. Festinger maintained that a theory of advertising research should be based upon a theory of human behavior, which, he added, does not exist. Without that, he said, every piece of research, even the Du Pont example described, has to be done differently every time it is attempted. "Every piece of research has to be repeated over and over again for every product and every set of circumstances."

He described a study which he had conducted of the purchase of automobiles by persons in Minnesota. His theory was that persons who made a decision of any importance then seek to justify it. He found that the car purchasers did this by assiduous reading of advertisements of automobiles they had just purchased, but avoided reading advertisements of other makes.

As an evidence of a theory of human behavior that might be useful in advertising research, he observed: "I don't see what usefulness this could possibly have for you, although some of you may see it."

Advertising Communication

One of the ARF sessions was devoted to "Researching Advertising Communications." In this session Harry Henry, managing director of Marplan Limited, London, which is a McCann-Erickson operating subsidiary, was a speaker. His subject was "How Psychological Research Has Developed in Europe." He observed, "The necessity for working and communication on research matters in a number of different lan-

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"I had to join up after I forgot that without The Iowa Three you miss over 25% of the market!"



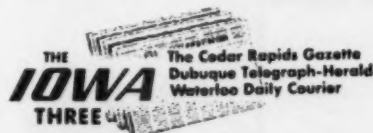
Only The Iowa Three Can Sell This Quality Quarter

THESE 22-COUNTIES CONTAIN OVER 25% OF IOWA'S

- population
- households
- retail sales
- Consumer Spendable Income

The Iowa Three reaches 62% of the households in the Quarter daily . . . The Des Moines Register & Tribune reaches 18%. Want more proof? Call a rep today.

That's a fact, not a slogan! No one daily newspaper can reach all of Iowa's **many** markets. Iowa isn't complete without the 22-county Quality Quarter — and you can't cover the Quarter without The Iowa Three.



Represented by: Allen-Klapp Co., Jann & Kelley, Inc. Story, Brooks & Finley

HOW MANY MARKETS* FOR INDUSTRIAL ADHESIVES CAN YOU SEE IN THIS PICTURE?



You can reach them all as a single great market in Adhesives Age

There are adhesives in practically every product you see these days. And great and growing sales opportunities throughout American industry for those who sell adhesives or adhesive products—or the materials, machinery, equipment, supplies and services used to make, ship, store or apply adhesives! Ask your A/A representative for the facts about this multi-million dollar

market—and about the magazine that gets to the men who can put your products to work in the products of thousands of companies in over 40 major adhesives-consuming industries.

* You should be able to see at least 9 profitable markets in the photo: luggage, shoes, hats, apparel, the cigarette and candy packages, magazines, jewelry, railroad cars and building.

PALMERTON PUBLISHING CO., INC., 101 W. 31st STREET, NEW YORK 1, N. Y.

The Man

Paul W. Limerick
Vice-President
Western Advertising
Agency (DeKalb
Agricultural Assn.)



"Dealer listings and demonstration plots finalize the local theme . . . help bring sales direct to local outlets. The state farm paper is our primary media. The local point in agricultural news and advertising is the FOCAL point to the farmer."

The Ad



The Results

Local editing of PENNSYLVANIA FARMER creates a climate of confidence among readers. They believe what they read because it's right for their crops, their soil, their state.

When you add to local editorial support the STRAIGHT-LINE ADVERTISING techniques of local pictures and case histories, local prices and terms, local where-to-buy listings . . . your sales message penetrates straight to the heart of this rich market—where farmer spendable income reaches \$1,004,100,000 yearly! Want proof? Send for free folder.

Pennsylvania Farmer

STRAIGHT-LINE ADVERTISING
available also in —

- THE OHIO FARMER
- THE KENTUCKY FARMER
- MICHIGAN FARMER
- THE TENNESSEE FARMER
- THE INDIANA FARMER
- & HOMEMAHER

**FARM
SHOW**

Greatest Agricultural Show in the East
1961 Pennsylvania Farm Show
Harrisburg January 9-13, 1961
PREVIEWED IN THE JANUARY 14, 1961 ISSUE
CLOSING DATE DECEMBER 6, 1960

ARF

(Continued from page 89)

guages has a most salutary effect on clarity of thought, and I often wish I could convince all my international clients that English and American are two quite different languages."

In addressing himself to the subject, "Finding Program Values That Are Not in Ratings," Arthur H. Wilkins, vice president and associate research director of Benton & Bowles, called upon the ARF to undertake studies on audience attentiveness to TV programs, so that it might be a more useful adjunct to present program ratings.

Three Areas of Study

He outlined three areas in which study would seek to answer vital questions:

"1. What is the effect of various household activities on the attentiveness of TV viewers? How do these activities vary from hour to hour and by day of the week, for various categories of people and of families?"

"2. What is the effect of variations in program interest on household activities and especially on the attentiveness to TV programs?"

"3. To what degree does variation in program attentiveness affect commercial recall?"

One objective of some of the studies done at Benton & Bowles on this subject was to find out whether memorability scores were influenced by factors extraneous to the commercials themselves. His agency found out that:

1. Programs vary in the average attentiveness of their audience by more than 20 percentage points.

2. People who watch the program attentively are much more likely to see and remember the commercials it carries.

Dr. Wilkins concluded: "Right now we know virtually nothing about how TV viewing fits into family life in the United States. We recommend this study as a substantial step toward developing this important information."

The afternoon group session on Tuesday was devoted to "Directions in Industrial Advertising Research."

It was opened by Paul R. Des Jardins, manager of the product and marketing planning department, Worthington Corporation, who described his company's extensive market planning operation.

Mr. Des Jardins reported that his department acts in a staff service capacity to the various manufacturing divisions of Worthington. The market planning program was initiated some five years ago at the time of Worthington's decentralization into 18 product-centered manufacturing units.

Since the decentralization, said Mr. Des Jardins, Worthington marketers have been occupied with a major planning effort involving a detailed, written, five-year marketing plan for each product. Mr. Des Jardins said that a detailed market plan—"the action taken in determining the path to follow in gearing our entire business to the customer"—in written form is essential to the efficient functioning of the company.

Marketing Plans

The plans, which cover the functions of sales, advertising and sales promotion, marketing research, product planning, product service, marketing personnel development, and marketing administration, are in two parts. First is the data section, which describes the product according to its uses and application in terms of customer needs; a list of objectives for the ensuing five years in terms of dollar bookings, number of units, and per cent of market; historical data for the preceding five years, which enables the company to measure progress to date; a list of the problems to be faced in meeting the objectives, from the point of view of competition, product life, major buyers, and purchase practices.

The second section of the plan is concerned with action. Here are apportioned and assessed the available sales tools, including space advertising and other promotional devices, together with a forecast of available funds.

Mr. Des Jardins stated that "to present our marketing planning approach provides for a qualitative means of outlining the facts which will allow management to apportion roughly the desired amounts of



FOUR WHO PARTICIPATED IN PRESENTING conference are: (L-R) Thornton C. Lockwood, ARF research associate; Paul R. Des Jardins, manager, product and marketing planning department, Werthington Corporation, who spoke on "Determining Industrial Advertising Needs—A Marketing Planning Approach"; John H. Kofron, director of research, Chilton Company, chairman of the Industrial Advertising Research Session; and E. Paul Anderson, director, The Computer Center, University of Pennsylvania, who spoke on "Applications of Computer Use to Industrial Advertising Research."

budgeted expense between field sales, factory sales, advertising, sales promotion, product service, and training. After getting more experience in this approach we hope to be able to refine the measurement of each of these areas on the order-getting process to the point where we can qualify results."

Electronic Data Processing

Practical application of electronic data processing in the fields of industrial advertising and industrial media was the subject of the talk by E. Paul Anderson, director of the University of Pennsylvania's Computer Center.

In particular Mr. Anderson described services the Computer Center is performing for some 12 publications, including several published by Chilton Publishing Company, in increasing the usefulness to both publisher and advertiser of reader inquiry card services common to many industrial publications. These "bingo cards" often flow into publishers' offices at the rate of several hundreds of thousands annually. By manual servicing methods, it is often a crushing burden merely to reply to the inquiries and to keep elementary records of the size and nature of the inquiry response.

Inquiry Card Servicing

But adaptation of computer techniques to inquiry card servicing has, said Mr. Anderson, revealed a wealth of marketing and promotional data. "Aside from basic information already obtainable by present 'bingo' card servicing methods, there are 'fringe-benefits' such as the pinpointing of today's sales market geographically, by type or size of industry, and by product interests. It is also easy to segregate product buying influences by job function, type or size of industry, and geographic distribution. The electronic computer has made previously unattainable statistical data of a new dimension available as a by-product from a reader inquiry that was initially obtained for just the cost of a postage stamp."

Among the other tabulations mentioned by Mr. Anderson was a digest of inquiry results by reader interest in each product line. Chilton has ordered tabulations of inquiries by job function and plant facility of the inquirer, which is of use in circulation appeals and to advertisers.

The inquiry cards are received by

(Continued on page 92)



THIS IS WORCESTER

the 2nd largest market in Massachusetts

Scholars the world over come to Worcester to study in the nation's foremost early American source library — the American Antiquarian Society. Founded in 1812, the Society treasures 750,000 copies of early American literature, thousands of them irreplaceable, including three quarters of all the books and pamphlets printed in the United States between 1640 and 1821.

This kind of leadership is strongly reflected in Metropolitan Worcester County's position, the 2nd largest market in Massachusetts, and one of the nation's Top "50" markets—43rd in spendable income, 48th in population, an important BILLION DOLLAR county.

Worcester stands for big business, yours included.



The Moloney, Regan & Schmitt representative knows Worcester.

Circulation: Daily 155,015
Sunday 103,332

WORCESTER TELEGRAM

The Evening Gazette

SUNDAY TELEGRAM

Owners of Radio Stations WTAG and WTAG-FM



For Over 75 Years—

an acknowledged national and international authority on guns, shooting and hunting. Over 360,000 circulation, including 12,000 foreign.

The **AMERICAN RIFLEMAN** Magazine
SCOTT CIRCLE WASH. 6 D.C.

M/M ... the leader
in its field

measures 1. worth
up on **PAYING FOR**
all three 2. worth
counts: **READING**



3. worth
YOUR CLIENTS'
ADVERTISING DOLLARS

a tried and proved friend
of conservative Protestants
for 60 years . . .

The worth of a religious magazine to its readers is a valuable measuring stick for media men. When people want to read it (MOODY MONTHLY's aver. net paid for six months, 97,353—proves they do), it must fill a real need in their lives, and they have confidence in its editorial columns.

And when it goes into almost 100,000 homes and reaches leaders who are active in more than 60,000 conservative Protestant churches—it becomes an important buying influence in the church market. Advertisers are finding this to be the case—lineage is running well ahead of 1959.

As you plan media lists for the months ahead—make sure MOODY MONTHLY, the leader in its field, is on your schedule.

LAWRENCE ZELTNER, advertising manager
MOODY MONTHLY
820 N. LaSalle Street • Chicago 10, Illinois

ARF

(Continued from page 91)

the Computer Center. There the information on the cards is transferred to electronic tape—in code—by a machine resembling a typewriter. A single eight-inch reel of tape can record 9,000 names and addresses, together with other pertinent information. Inquiry processing is speeded enormously. The average inquiry card carries three to five requests. In a manual system, this meant constant recirculation of the cards. But all requests for a specific report or brochure emerge from the machine sorting process in a single typed list, and one inquirer's name may appear on a number of different lists. He gets all the material with a minimum of delay.

Categories of Inquirer

Almost any category of inquirer, by job, by title, by company, by product interest, can be compiled for advertisers. It takes about three minutes to search a reel of tape, and printing is automatic. Mr. Anderson presented examples of Chilton services in which all the inquirers for a specific product were listed on a single form, together with all pertinent information about them. One copy of the list went to the publisher of the magazine; the other to the advertiser.

G. Carroll Buzby, president of Chilton Company, closed the industrial advertising research session with a lively account of the research activities of major industrial publishers.

Industrial media research, said Mr. Buzby, is big business today. Publishers' research divisions are no longer mere adjuncts of the promotion departments, but often whole research companies in themselves, and they spend sizable amounts of money. For example, Chilton's *Iron Age* spent \$140,000 on last year's Buying Practices study alone, while *Motor Age* commissioned a survey of filling station operators' repair business by Western Union that involved some 174,000 telephone calls and a substantial sample survey by Philadelphia's National Analysts.

Mr. Buzby emphasized that most of the media research services useful to

advertisers develop in a sense "as a by-product" of publishers' own editorial and circulation research and development. He gave as examples *Electronics Industries'* elaborate and useful classification code for electronics plants, which is designed to replace the Standard Industrial Classifications code for electronics, which Mr. Buzby terms inadequate.


Similarly, Chilton's master lists of metalworking, hardware, and automotive plants, each containing a wealth of data on their respective industries, grew from Chilton's own need for detailed information on the market.

Parenthetically, Mr. Buzby added that publishers might be forced to collect these data even if they did not wish to, merely to satisfy advertiser demands for proofs of readership.

Many publishers, said Mr. Buzby, now render research services (for a fee) beyond those required for editorial and circulation guidances, and he predicted that these services will become more common.

In respect to the uses industrial media research may be put to by advertisers, Mr. Buzby mentioned these:

- Code customers by various categories.
- Pinpoint prospects.
- Uncover new markets.
- Apportion sales territories.
- Check sales performance.



PUBLISHER

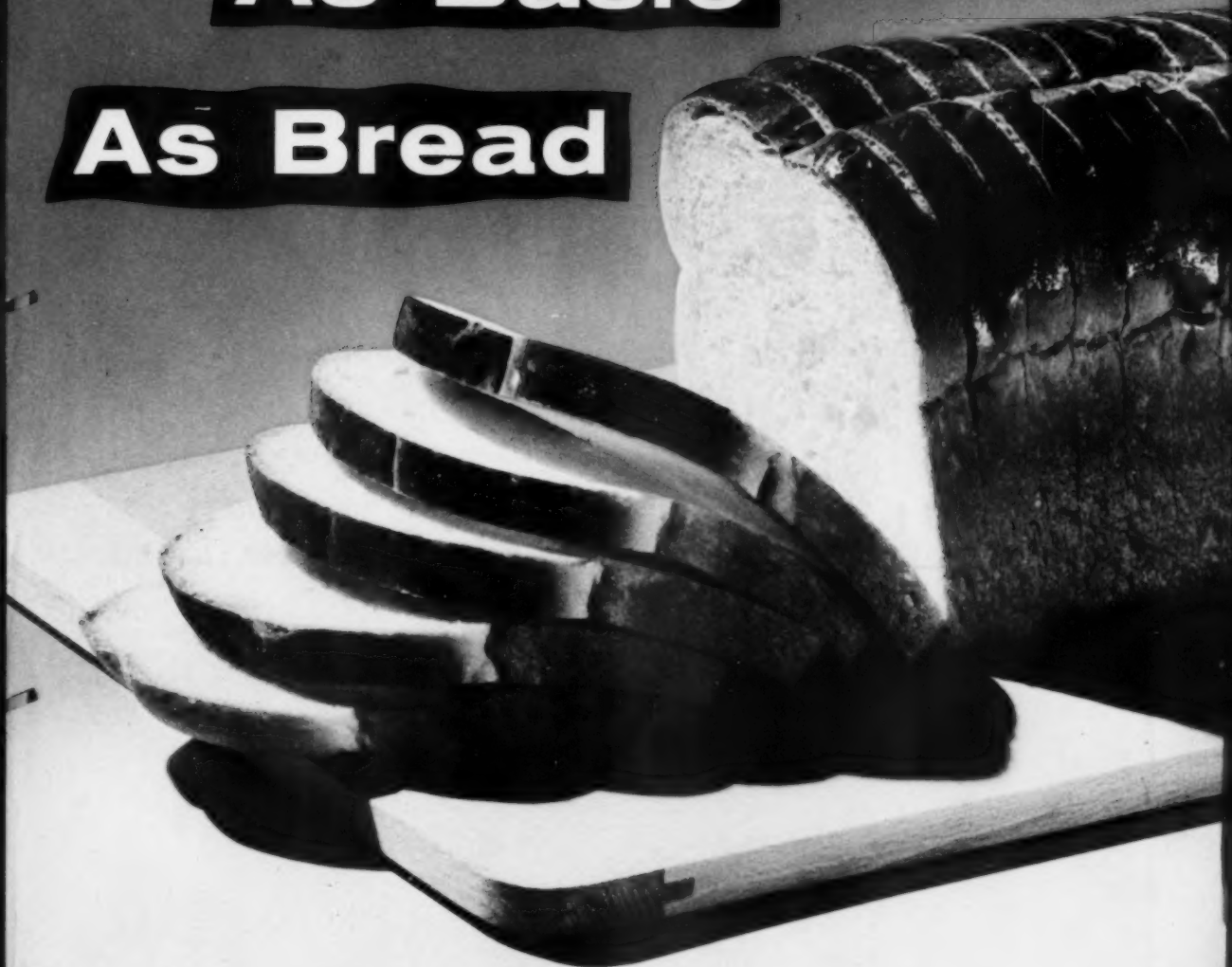
**THE PUBLISHER'S SECRETARY
WON'T SELL THE LAST COPY OF
THE 1960 AIRCRAFT & MISSILES
HANDBOOK ISSUE**

Who can blame her? The industry went wild over it. Sold out completely. Engineers clamoring. Next one coming in March. She expects the sell-out to repeat. So do advertisers.

Be sure you're in for '61. See page 86

As Basic

As Bread



Each Storer Station is as basic to your advertising budget as the bread upon your table. Each Storer Station is locally oriented to the particular community it serves.

The result: large, loyal audiences that will respond to your appeals to purchase.

Television

DETROIT . . . WJBK-TV
CLEVELAND . . . WJW-TV
MILWAUKEE . . . WITI-TV
ATLANTA . . . WAGA-TV
TOLEDO . . . WSPD-TV

Radio

DETROIT WJBK
CLEVELAND WJW
TOLEDO WSPD
WHEELING WWVA
PHILADELPHIA WIBG
MIAMI WGBS
LOS ANGELES KGBS

STORER BROADCASTING COMPANY

33 years of community service

NATIONAL SALES OFFICES: 625 Madison Ave., N.Y. 22, PLaza 1-3940 / 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

Check these points before buying spot television time

1. MARKET AREA

- engineering-contour map showing Grade A, B and 0.1 MV (or 0.2 MV) service area
- coverage data based on standard research techniques (e.g., NCS)
- county coverage
- mail response map

2. SIZE OF MARKET

Population

- population totals (within areas outlined above)
- urban, farm, Negro, and native-born data
- urban and rural density pattern or suburban vs. all others
- ratio of population to state, region, U.S.
- ranking (U.S., state, metropolitan area)
- gains, in total or per cent
- characteristics (age patterns by sex, education; economic data by census tracts; age groups)

Households

- home ownership (analysis of dwelling units by types, etc.)
- size of family, rental values, families with television sets (urban, farm)

3. ECONOMIC FACTORS

Consumer Spendable Income

- totals, by designated areas
- per household and per capita income data
- per cent of income (ratio to U.S., region, state)
- ranking (national, regional, state, metropolitan area)
- income gains by total, by per cent
- income distribution by consumer spending units
- gross farm income:
 - by area totals
 - by gains
 - by comparison with other farm markets
 - by ranking

Retail Sales

- totals, by designated areas
- food store sales
- drug store sales
- general merchandise sales

1. STATION COVERAGE—AUDIENCE CHARACTERISTICS

- current TV set-count information, county-by-county; also urban and farm TV households
- station coverage data by counties—household and television households:
 - within Grade A contour
 - within Grade B contour
- breakdown by counties within designated areas, by coverage percentages (daytime, nighttime; daily, weekly, monthly; households, television households; population, income, sales); also area totals by counties with coverage ranging from 90 per cent or more to 10 per cent
- per cent of total TV households in U.S., region, state
- average number of TV households delivered (daytime, nighttime; daily, weekly, monthly)
- comparisons and growth trends in audience (daytime, nighttime)
- composition of audience—urban, farm; by type, age, sex, income, education; by racial, foreign language groups
- other proof of coverage (e.g., list of newspapers in area that publish station TV program schedules; mail count, listing places of origin; special studies on audience penetration in outlying counties or cities; rating surveys)

2. PROGRAMMING—RATINGS

- program structure—daytime, nighttime
- total hours of daily telecasting
- program personalities
- program rating services used
- average daytime and nighttime rating per identified program
- rating data compared with previous years
- number of programs ranking in top 50 per cent of all rated programs
- number of programs ranking in top 10, top 20 shows (daytime, nighttime); also top adult program —rankings —
- number of network programs in top 10, in top 20

- a) totals, by designated areas
- b) food store sales
- c) drug store sales
- d) general merchandise sales
- e) apparel sales
- f) home furnishings sales
- g) automotive sales
- h) filling station sales
- i) other sales classifications, such as department store sales data, by U.S., by Federal Reserve District, by selected metropolitan areas and cities
- j) per household and per capita sales data
- k) per cent of sales (ratio to U.S., region, state, etc.)
- l) ranking (national, regional, state, metropolitan area)
- m) sales gains, by total, by per cent

4. SPECIAL MARKET CHARACTERISTICS

- a) dynamic or steady growth?
- b) unusual geographic characteristics?
- c) marketing patterns:
 - retail trade activity
 - special factors (tourist trade, etc.)
- d) comparisons—city, county, metropolitan area ratio of retail sales to consumer spendable income vs. other markets in state and nation
- e) retail concentration formula—a measure of retail concentration may be obtained by multiplying the population of each area by an average consumption ratio (e.g., per capita sales for the state or U.S.) and subtracting such "resident consumption" from the sales total, to yield estimates of the sales to non-residents
- f) diversified industries; value of product; value added by manufacturing; total wage earners in each industry
- g) new and expanded industry
- h) leading manufacturers
- i) dominant industry
- j) wages and employment
- k) total area weekly, monthly, annual pay rolls
- l) principal pay roll days
- m) agricultural characteristics (number of farms, major crops, etc.)
- n) wholesale distribution characteristics
- a) significant labor force data (by sex, occupation groups)
- p) transportation data
- q) building activity; real estate valuation and assessments
- r) automobile registration
- s) climate (average yearly temperature)
- t) utilities (gas, electric, telephone installations); school and university enrollments; book-to-institution ratio

- h) number of programs ranking in top 10, top 20 shows (daytime, nighttime); also top adult program—rankings —
- i) number of network programs in top 10, in top 20
- j) number of weekly, multi-weekly programs in top 10, in top 20
- k) number of shows in top 10 locally originated programs
- l) comparative ratings of syndicated, or local film programs—afternoon, night, late movies
- m) popular film packages (MGM, NTA, etc.)
- n) ranking of local personality programs: news, sports, weather, etc.
- o) comparative rating data for morning, afternoon, evening
- p) rating comparisons on quarter-hour period basis (e.g., station leads in quarter-hour firsts, leads in 200 of the 250 weekly quarter-hour periods)
- q) rating comparisons on half-hour period basis
- r) programs appealing to special audiences (farm, news, children, foreign language and racial groups; special women's programs; minority interest adult groups—fishermen, golfers, gardeners, etc.)
- s) color programming; hours of color telecasting daily
- t) description of programs available—for participation, for full sponsorship (format, cost, previous history, sponsors, ratings)
- u) station public service programs; community activities

3. STATION IDENTIFICATION, POLICIES, FACILITIES

- a) management; personnel; experience
- b) history—background
- c) member of group operation? financial backing?
- d) power and channel; antenna height above average terrain, height above sea level
- e) network affiliation
- f) commercial scheduling policies (competitive adjacencies, triple spotting)
- g) production quality; studio facilities
- h) color programming quality; facilities
- i) special equipment
- j) kinescope recordings; mobile units; complete kitchens

4. TIME COST

- a) gross daytime and nighttime rates
- b) other pertinent time costs
- c) discount availabilities; package plans; group or network combination rates
- d) homes-per-dollar cost comparisons; cost-per-thousand-homes data
- e) per cent increase or decrease in homes-per-dollar cost comparisons and cost-per-thousand-homes data
- f) per cent increase or decrease in base rates

- c) drug store sales
- d) general merchandise sales
- e) apparel sales
- f) home furnishings sales
- g) automotive sales
- h) filling station sales
- i) other sales classifications, such as department store sales data, by U.S., by Federal Reserve District, by selected metropolitan areas and cities
- j) per household and per capita sales data
- k) per cent of sales (ratio to U.S., region, state, etc.)
- l) ranking (national, regional, state, metropolitan area)
- m) sales gains, by total, by per cent

4. SPECIAL MARKET CHARACTERISTICS

- a) dynamic or steady growth?
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- c) marketing patterns:
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 - special factors (tourist trade, etc.)
- d) comparisons—city, county, metropolitan area ratio of retail sales to consumer spendable income vs. other markets in state and nation
- e) retail concentration formula—a measure of retail concentration may be obtained by multiplying the population of each area by an average consumption ratio (e.g., per capita sales for the state or U.S.) and subtracting such "resident consumption" from the sales total, to yield estimates of the sales to non-residents
- f) diversified industries; value of product; value added by manufacturing; total wage earners in each industry
- g) new and expanded industry
- h) leading manufacturers
- i) dominant industry
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- s) climate (average yearly temperature)
- t) utilities (gas, electric, telephone installations); school and university enrollments; banking institutions (sav-

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- a) management; personnel; experience
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- h) color programming quality; facilities
- i) special equipment
- j) kinescope recordings; mobile units; complete kitchens

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- b) other pertinent time costs
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- e) per cent increase or decrease in homes-per-dollar cost comparisons and cost-per-thousand-homes data
- f) per cent increase or decrease in base rates
- g) comparisons of station circulation, coverage and

- ments
- r) automobile registration
- s) climate (average yearly temperature)
- t) utilities (gas, electric, telephone installations); school and university enrollments; banking institutions (savings deposits, etc.)
- u) heavy shopping days; store openings and closings; working hours; peak transportation hours
- v) water character

MEDIA/SCOPE'S MEDIA CHECK LISTS

The comprehensive check list of points that might be considered before purchasing spot television time touches on every factor a media planner is likely to encounter in making decisions. Obviously, not all the points are relevant to every media decision. But frequent reference to the check list will, in the opinion of the editors of MEDIA/SCOPE, increase the efficiency of planners and buyers in the process of fitting the market to the product and the station to the market.

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- f) per cent increase or decrease in base rates
- g) comparisons of station circulation, coverage and rates vs. other media (e.g., newspapers, radio)

5. ADVERTISER ACCEPTANCE

- a) total number of sponsors
- b) number of local sponsors
- c) number and list of national sponsors
- d) total annual gross billings; annual gross billings of local and national sponsors; hours of sponsored time
- e) number of sponsors using stations over one year, two years, three years, five years (local and national)
- f) comparison of sponsor data with similar data of competing stations
- g) number of sponsors increasing billing in last two years; trends
- h) current billing compared with last year; trends
- i) list of current daytime and nighttime sponsors (prestige accounts; all national advertisers)
- j) per cent of sponsor renewals in past year
- k) sales success achieved by sponsors
- l) mail pull response to commercials, offers, contests
- m) telephone response to commercials, offers, contests
- n) sponsor endorsements, testimonials
- o) test market campaigns and results

6. STATION SERVICES AVAILABLE

- a) special station studies or surveys on market potential, buying habits and preferences, heavy shopping days, store opening and closing hours, peak transportation hours, TV viewing habits vs. newspapers, magazines, radio
- b) special research on spot TV food, drug, tobacco, automotive accounts
- c) merchandising aids offered
- d) test town qualifications

WANT EXTRA COPIES?

Additional copies are available at 30 cents each up to 50 copies; 51 to 90 copies at 20 cents each; bulk rates on request for more than 90. Please send cash or check with order to the Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17, N. Y.

- c) drug store sales
- d) general merchandise sales
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MEDIA BUYERS' CHECK LIST

Mediascope's



By Dr

W H
sc
is usual
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course,
All of
of medi
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the thing
combina

Media/scope



Which Medium Sold More Flowers?



*Dr. Jaye S. Niefeld
is vice president
and director of
media and research
of Keyes, Madden &
Jones, Inc., Chicago.*

TV?
RADIO?
NEWSPAPERS?
OUTDOOR?

Unique test for Florists' Telegraph Delivery Association is pinned to sales results in test markets by agency media and research chief.

By Dr. Jaye S. Niefeld

WHEN THE MEDIA STRATEGIST is asked to select one medium over another, the reason given is usually in terms of the size or quality of the medium's audience. Television will reach so many million homes per commercial minute, newspapers will cover 87 per cent of the homes in market X, magazines reach families with an average income of so many dollars. And, of course, the element of cost is thrown into the mixture.

All of these data are what we might call *interim criteria* of media desirability. All of them stop short of the ultimate measure of media effectiveness: *sales*. After all, the thing we really want to find out is which medium, or combination of media, will result in greatest sales volume

per dollar of advertising investment. In the case of Florists' Telegraph Delivery Association advertising, we have been uniquely fortunate in setting up a test market situation in which we can test media for their ability to sell.

The F. T. D. Study

Keyes, Madden & Jones was selected the agency for the Florists' Telegraph Delivery Association in the latter half of 1958. Preliminary motivation research conducted by the agency formed the basis for an effective advertising theme, and the next question arose as to which media would be most efficient in promoting this theme. Because



NEWSPAPER ADVERTISEMENT used
in F.T.D. test was 1,000 lines.



Something warm and human and wonderful happens when you send flowers-by-wire

In times of cheer, and times of sorrow—
hearts open right up to flowers-by-wire.
They speed love and hope and faith across
the miles as no other gift can. They touch
people so deeply, you almost *feel* the glow
come back. They're the next best thing
to having you there. Next time you can't

be there, say it with flowers-by-wire. It's
easy. It's fast. Just phone or visit your FTD
florist—listed in the phone book Yellow
Pages. Beautiful selections as low as \$5.
Delivery anywhere.



FLORISTS' TELEGRAPH DELIVERY

Test Markets

Television	Radio	Newspaper	Outdoor
Spokane	Bakersfield	Fresno	Tacoma
Wheeling- Steubenville	Charlotte, N. C.	Charleston, W. Va.	Columbus, Ga.
Madison	Grand Rapids	Wichita	Des Moines

The comparability of the test market groups can very
readily be seen in the table below.

CHARACTERISTICS OF F.T.D. TEST MARKETS

Item	TV Markets	Radio Markets	Newspaper Markets	Outdoor Markets	Average
Population	866,300	887,300	1,014,100	832,400	923,522
Household	257,700	294,800	304,800	238,400	288,375
E.R.I. per Household	\$ 6.155	\$ 6.196	\$ 5.733	\$ 6.327	\$ 6.103
No. of F.T.D. Members	51	50	57	42	50
F.T.D. Sales per Household	\$ 1.18	\$ 1.20	\$ 1.12	\$ 1.15	\$ 1.16

Timing of Advertising

The timing of the advertising was set to coincide as
closely as possible with the timing of the national schedule.
In each group of markets, schedules were made up for
pre-holiday periods, in this manner:

Television:	Easter	9 spots	\$4,790
	Mother's Day	9 spots	
Radio:	Easter	35 spots	4,620
	Mother's Day	35 spots	
Newspapers:	Valentine's Day	1,000 lines	4,710
	Easter	1,000 lines	
	Mother's Day	1,000 lines	
Outdoor:	Easter	75 showing	4,517
	Mother's Day	75 showing	

Media/scope, November 1959



OUTDOOR POSTER used in F.T.D. test was in color.

the advertising appeal readily lent itself to all media, it was felt that the values obtained through being in all media should be utilized. Further, the tremendous reach of a media mix of this kind would enable us to support all 11,000 member florists, throughout the country, while concentrating a good share of the advertising budget in the markets accounting for the bulk of our business.

Thus, magazines, newspapers, spot radio, spot TV, and outdoor boards were used—concentrating mainly on the pre-holiday periods of Valentine's Day, Easter, Mother's Day, and Christmas.

While these schedules were running in 1959, the client and the agency decided to initiate a media evaluation test to determine first which *single* medium would be responsible for the greatest volume of F. T. D. business per dollar of advertising investment, and then which combination of media would be most effective. This is how the test was conducted:

How Test Was Conducted

1. A group of three test markets was selected to test each medium: radio, newspaper, television and outdoor. Magazines were excluded from the test because of the inability to reduce this medium's scope to three test market cities. Thus, a total of 12 markets were selected to test the four media.

2. Another group of three *comparable* markets was set up, in which the overall national media mix was run. These markets were selected to determine whether or not the test markets in general might be expected to reflect the national sales trends.

3. The test markets were selected on the basis of the following characteristics:

- Population size (750,000 to 1 million).
- Effective buying income per household (about \$6,000).
- Number of F. T. D. members (about 50 in each group of three test markets).
- Volume of F. T. D. business accounted for in the January-June 1959 period.
- Value of annual F. T. D. sales per household in each market (about \$1.15).

4. January through June 1950 was designated as the test period. It was selected mainly because two major florist holidays (Easter and Mother's Day) and one secondary holiday (Valentine's Day) fall in this period.

5. Budgets were based on a percentage of total sales accounted for by each group of markets. This percentage was the same as that used in determining national budgets. Our test made no provision for overspending relative to a projected national budget, something which is frequently done in tests because of the relative costliness of some local media. Because the test markets were so even in F. T. D. sales volume, the advertising budgets were almost identical—just under \$5,000 for each medium tested.

6. All F. T. D. orders must clear through a central clearing house in order to effect proper payment to originating and filling florists. It was therefore possible to get exact sales data for each of the test markets—down to the last dollar. In this, we were of course more fortunate than advertisers who cannot pinpoint their sales with any degree of precision.

Test Markets Chosen

The table below shows which markets were selected to test each medium. In each case, one Western, one Southern, and one Midwestern market was chosen.



The television and radio schedules bought about 100 rating points each in each pre-holiday flight of one minute spots. Newspapers averaged about 75 per cent family coverage for each black-and-white advertisement. Outdoor was in color.

Findings

Before discussing the detailed results, we want to caution advertisers and agencies that these findings, we feel, are applicable only to this advertiser and perhaps only in terms of this advertising campaign. For small-ticket package products, the picture may be radically different. A completely different set of findings might also result from a similar test of media for large-ticket hard goods.

But, keeping in mind these very real limitations, we feel that the media evaluation discussed here is valid.

The findings are consistent—perhaps because the elements analyzed remained uniquely pure during the test period. F. T. D. has little direct competitive pressures. Budgets were remarkably consistent in both dollar amounts and coverage. Finally, we had the advantage of extremely accurate sales data upon which to base our conclusions.

You will recall that we selected three control markets, comparable in size and other characteristics to our test markets. These control markets ran the national media

UNIQUE MEDIA TEST

1. Twelve test markets selected, with each medium (radio, newspapers, television, outdoor) to be tested in three markets.
2. Another group of three comparable markets set up in which overall national media mix was run.
3. January through June 1960 selected as test period because of florists' holiday events.
4. Budgets based on percentage of total sales accounted for by each group of markets.
5. Exact sales data resulting from advertising obtained from each market, because all F.T.D. orders must pass through a central clearing house.

mix, to help show whether or not our test markets might be expected to be comparable in sales results to the national results. To demonstrate this comparability, let us allow the national rate of increase to equal 100. (This figure applies to the increase in January-June 1960 sales vs. January-June 1959.)

In the three control markets, the index for increases in number of orders was 99, compared with the national average of 100. The index for the value of orders was 95. Thus, it would appear that the sales results in our test markets could have been expected to be very close to the national average had we not used them for media test purposes.

Outdoor proved to be the most effective medium for F. T. D. It was followed by radio—which performed at about the national average. TV and newspapers showed up last, the one being somewhat higher in number of orders, while the other was higher in terms of value of orders, as shown in the table below.

Rate of F. T. D. Sales Increase

(Total U. S. Rate of Increase = 100)

Rate of Change—Jan.-June
1960 vs. Jan.-June 1959

	Number	Value
All F. T. D. Clearings	100	100
Three Selected Control Markets	99	95
Test Markets:		
Outdoor	179	131
Radio	102	101
TV	42	46
Newspaper	37	63

There are several explanations that might be advanced for the differences in performance of the various media. Part of the difference can undoubtedly be explained in terms of the creative campaign itself. Television, with its literalness and the completeness of its presentation, perhaps spelled out the advertising appeal in too much detail. Newspapers, without the use of color, did not capture the essence of this creative approach. Outdoor, on the other hand, provided the essence of the creative appeal and benefited from leaving much to the interpretation and imaginative involvement of the viewer.

There is also the question of the degree to which one can use a single medium as a valid test of the effectiveness of that medium. One would suspect that certain combinations of media might show the individual media to better advantage. We are hoping to be able to test this hypothesis next year when we attempt to assess the relative effectiveness of media mixes.



What makes a newspaper great?



city officials can expect the agony of sudden change to be widespread and vocal.

Best remedy for pains of progress: an informed citizenry aware of the need for urban redevelopment, convinced of the good that comes of it, conditioned to accept new patterns of living that sound city planning brings about. Best medium for keeping citizens so informed: the daily newspaper.

Since World War II, city planning and redevelopment have been a major reporting project of the Minneapolis Star and the Minneapolis Tribune. Led by Daniel Upham, executive assistant in the news department, staff writers, photographers and cartographers of these news-

The "Headache Ball" building wreckers call it. And whenever this massive chunk of steel caroms off some well-loved community landmark,

papers have helped keep readers apace with the growth of their community (and growing pains to a minimum) through clear, concise articles and picture stories.

As each new project is initiated and reaches completion—to the tune of \$200 million in downtown Minneapolis alone in post-World War II expenditures—Minneapolitans are watching their city being transformed in the pages of the Star and the Tribune.

These newspapers, says Lawrence M. Irvin, Minneapolis Planning Director, "have given consistent support and excellent, broadscale and effective coverage to matters of urban planning. Almost all major projects, from research to physical

construction and establishment of legal controls have been thoroughly covered and well related to the larger planning framework in a way which makes people more aware of the need for 'comprehensive' as compared to 'project' planning."

Last May 23, for the first time to any newspaper, special recognition came to the Minneapolis Star and the Tribune at the National Planning Conference of the American Society of Planning Officials: The Society's initial annual award "for public service rendered in the advancement of city and regional planning through outstanding journalism."



UPHAM

MINNEAPOLIS
STAR
EVENING

Minneapolis
Tribune
MORNING & SUNDAY

525,000 COMBINED DAILY • 655,000 SUNDAY
JOHN COWLES, President

Copyright 1960, Minneapolis Star and Tribune Co.



Assure yourself of complete coverage in America's richest market: advertise on WPAT. Throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut interest in our station is compounded daily, and companies who spend time on WPAT know it. Time is money on WPAT and you can count on it. That's why insurance and financial advertising alone has increased nearly 40% in three short years on our station thanks to advertisers like these: *Allstate Insurance, The Bank for Savings, The Bowery Savings Bank, The Chase Manhattan Bank, Eastman Dillon Union Securities Company, The Greenwich Savings Bank, Goodbody & Company, The B. P. Morton New York Corporation, The New Jersey Bank, The First National Bank of Jersey City, Seaboard Finance Corporation and The Williamsburg Savings Bank.* These are only a few of the many blue chip insurance and financial firms that have banked on WPAT... the station with the jingle of success.

**WPAT
&
WPAT-FM**

TRENDS

ARF Publishes New Journal of Research

AFTER TALKING ABOUT it for a full year, the Advertising Research Foundation has at last issued the first number of its *Journal of Advertising Research*. The Foundation hopes to issue the publication quarterly, but no firm decision on frequency has been announced, save that the next issue will appear in December.

The *Journal*, admittedly a maiden effort, has its good points, and its bad. Much to its credit is the fact that it has appeared at all. During its planning stage, there was criticism to the effect that such a publication would serve no need not already filled by other scholarly and commercial organs. But an examination of the contents of the first issue reveals that this criticism is unfounded.

Lester R. Frankel, executive vice president of Audits & Surveys, has contributed a scholarly and highly technical article on how incentives and subsamples affect the precision of mail surveys. It is difficult to follow if one has not had some mathematical training. Arthur Koponen, a psychologist, and secretary of J. Walter Thompson's review board, discusses a fascinating study of the personality characteristics of consumers, and the relationship between personality and buying habits (his conclusion: psychological characteristics have relatively little influence over a person's response to advertising).

Studies on Outdoor

Brian Copland, media and research director of Hobson, Bates & Partners, Ltd., the British agency affiliated with Ted Bates, reports on two pioneering studies measuring outdoor advertising in respect to exposures and to perception. The fourth article, by Arthur A. Done of the University of Illinois, describes the results of a study of relationships between doctors' actual use of certain drugs, and the uses recommended or emphasized in promoting those drugs.

In addition, Ingrid Kildegaard, ARF's research statistician, contributes a page on federal statistics in advertising; ARF's research associates offer seven pages of reviews of recent research. The *Journal* is

rounded off by a list of publications received by ARF's library, and a witty editorial by Charles K. Ramond, the ARF's technical director.

It is obvious that the *Journal* provides a home for articles whose nature is either too specialized or too technical to find a place in existing publications. The *Journal of Marketing*, though soundly edited, must select its material for a fairly broad audience of varying levels of technical competence. The *Harvard Business Review* must edit for an even larger group. On the other hand, such professional magazines as *Public Opinion* and the *Journal of Applied Psychology* have only a peripheral interest in advertising.

For Research Professionals

The *Journal of Advertising Research*, in short, enables research professionals in advertising to speak to their peers without oversimplifying either the mathematics or the marketing theories. This in itself makes the *Journal* worthwhile. The general excellence of the material in the first issue is also encouraging.

Unfortunately, the publication has its faults. First, the presentation is unimpressive. The *Journal* is in a sense an extension of the ARF's personality, and should reflect its prestige. It does not. Undoubtedly, a short budget explains this.

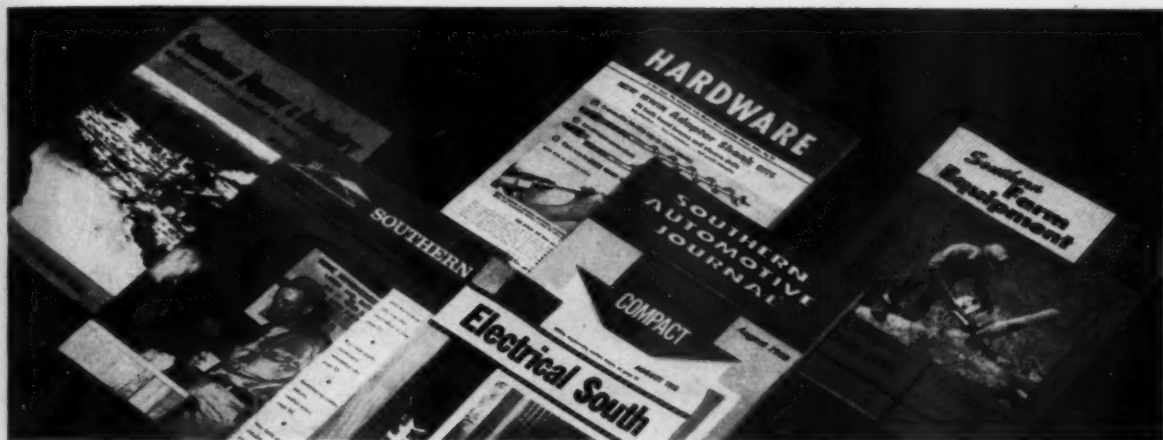
Limited funds probably are also responsible for the fact that the *Journal* has no full-time editor or staff. It is edited by the ARF technical staff, already heavily burdened.

It is a pity that these ventures cannot run themselves. Some professional journals almost do. But they generally serve some area of the physical sciences in which constant production of professional papers and articles is a prerequisite for academic or business advancement. Advertising research is not like that. In the advertising field, editors must devote a good deal of their time to missionary work. Often, they suggest subjects, recruit authors, and then cajole them into completing a manuscript. One can only hope that the ARF staff will have the time and the determination to do this. It is very hard work. ■



the virtues of regional advertising

*are emphasized by the success of McGraw-Hill and
Chilton publications that serve the West*



HERE IN THE SOUTH AND SOUTHWEST the W. R. C. Smith regional publications provide the more interested and responsive readership that pays extra dividends to advertisers. The Smith business magazines pictured have over 125,000 readers monthly. In their fields, no other publications approach them in intensity of coverage in this market.

Use this compelling regional strength to improve your marketing in the South and Southwest. Over 1,200 leading advertisers already are doing so.



**W.R.C. Smith
Publications**

*Serving the
South and Southwest*

806 PEACHTREE STREET, N. E.,
ATLANTA 8, GEORGIA

Let a representative tell you how these successful magazines can help speed your sales expansion in the nation's great growth market.

Nine Months 1960 Rate Changes

Prepared by *Media/scope's* Research Department

BUSINESS PUBLICATIONS Rate Changes, First Nine Months, 1960

(One-Time, Black-and-White Page Rates—U. S. Business Publications)

Circulation Groups	Total	Number of Business Papers			Range of Changes		
		Changing Rates	Increasing Rates	Decreasing Rates	Low %	High %	Median Changes
100,000 and over	37	14	12	2	-25.0	25.0	12.0%
50,000 - 99,999	80	35	35		2.2	67.3	11.9%
25,000 - 49,999	223	85	85		2.9	81.8	12.5%
15,000 - 24,999	221	83	81	2	-17.3	40.0	13.5%
10,000 - 14,999	263	70	66	4	-22.0	158.1	15.8%
5,000 - 9,999	493	140	138	2	-37.5	169.0	14.9%
2,500 - 4,999	319	73	73		1.7	138.5	14.0%
1,000 - 2,499	147	24	24		3.8	160.0	16.7%
999 and less	10	3	3		9.1	38.9	20.8%
Circulation not given	227	30	30		4.3	196.3	20.0%
TOTALS	2,020	557	547	10	-37.5	196.3	

(Source: SRDS Business Publication Rates and Data, 1960)

BUSINESS PUBLICATIONS About one out of four (28 per cent) business publications announced rate changes during the first nine months of 1960. These changes have occurred at nearly the same rate as those changing during an equivalent period in 1959. Twenty-seven per cent changed rates last year. There was a greater number of changes among the high circulation magazines than among the low. Ten business publications reduced rates, whereas 13 did so last year. Among those increasing rates, 163 will become effective in 1961. The rates of increase range from almost 4 per cent to 50 per cent. Last year, 135 business papers announced 1960 rate increases.

CONSUMER MAGAZINES Rate Changes, First Nine Months, 1960

(One-Time, Black-and-White Page Rates—U. S. Consumer Magazines)

Circulation Groups	Total	Number of Magazines			Range of Changes		
		Changing Rates	Increasing Rates	Decreasing Rates	Low %	High %	Median Changes
2,000,000 and over	19	14	13	1	-12.0	40.2	11.9%
1,000,000 - 1,999,999	24	14	14		3.0	13.6	9.3%
500,000 - 999,999	37	26	22	4	-48.3	34.7	13.0%
250,000 - 499,999	54	18	18		4.6	100.0	12.2%
125,000 - 249,999	56	17	16	1	-14.3	55.0	19.2%
75,000 - 124,999	51	7	6	1	-14.3	73.7	14.3%
50,000 - 74,999	22	10	10		13.2	100.0	20.0%
25,000 - 49,999	44	10	8	2	-27.2	33.3	20.0%
10,000 - 24,999	44	12	12		2.9	69.6	19.7%
9,999 and less	29	5	5		14.9	52.6	26.0%
Circulation not given	63	8	5	3	-50.0	100.0	25.0%
TOTALS	454	141	129	12	-50.0	100.0	

(Source: SRDS Consumer Magazine Rates and Data, 1960)

CONSUMER MAGAZINES By the end of the third quarter 1960, 31 per cent of the consumer magazines had adjusted advertising rates. In 1959 almost a third issued rates revisions, while 32 per cent did so in the first nine months of 1958. Among magazines with a circulation of 500,000 or over, two-thirds changed rates. Last year, 60 per cent of the magazines in this group changed rates. On the other hand among the smaller magazines, with a circulation of 50,000 or less, only one out of five adjusted rates. Twelve magazines have reduced rates so far this year; twelve also reduced them during an equal time period last year.

NEWSPAPERS Rate Changes, First Nine Months, 1960

(One-Time Flat Line Rate—U. S. Newspapers)

Circulation Groups	Total	Number of Newspapers			Range of Changes		
		Changing Rates	Increasing Rates	Decreasing Rates	Low %	High %	Median Changes
400,000 and over	18	9	9		4.5	10.0	5.0%
200,000 - 399,999	49	26	26		3.6	15.4	6.6%
100,000 - 199,999	57	20	20		3.4	14.7	7.5%
50,000 - 99,999	115	35	35		3.1	16.0	8.0%
25,000 - 49,999	187	55	55		2.7	16.7	10.0%
10,000 - 24,999	359	100	99	1	-18.2	33.3	9.1%
5,000 - 9,999	400	94	94		5.6	33.3	14.3%
4,999 and less	394	71	71		5.9	50.0	14.3%
TOTALS	1,609	410	409	1	-18.2	50.0	

(Source: SRDS Newspaper Rates and Data, 1960)

DAILY NEWSPAPERS For the first 9 months of 1960, one-fourth of the country's daily newspapers announced changes in rates. This is lower than last year's level, when 29 per cent changed rates. Except for last year, when the number was larger than the previous year (1958), the trend toward fewer newspapers announcing increased rates seems to be continuing. But at the same time, only one newspaper, in the 10,000-24,999 circulation group, reduced rates. Among daily newspapers with circulations over 100,000, two out of five papers raised advertising rates. The same pattern existed last year among newspapers in this group. There were fewer rate increases among newspapers in the smaller circulation groups.

RADIO STATIONS During the first nine months of 1960 nearly one out of five radio stations (18 per cent) changed minute rates. By this time last year 19 per cent had announced minute rate revisions. In 1958, 17 per cent of the stations adjusted basic rates, and in 1957 eighteen per cent did so. Sixty per cent of the radio stations increased minute rates, 40 per cent lowered them. Last year the proportion of stations increasing and decreasing rates was approximately the same. Slightly less than 10 per cent adjusted hourly rates during this period, about the same as last year. As with minute rate changes, a larger portion have been increases than decreases. A relatively greater number of FM radio stations changed rates (more than one-third) than other station types. Last year national stations ranked with FM stations in this area, but this year fewer national stations raised rates than last year.

TELEVISION STATIONS

About 3 out of 10 of all operating commercial television stations (UHF and VHF) had raised basic minute rates by the end of September, 1960. By comparison, almost half of the stations raised rates last year, one in four in the first nine months of 1957. As is apparent, there is greater rate change fluctuation among TV stations than among other media classes. Hourly, as well as minute rate changes, were relatively less common among UHF stations than among VHF stations. A proportionately greater number of VHF stations in the East North Central states changed rates than in any other geographic area. In 1959, rate increases were more frequent among VHF stations in the New England and Middle Atlantic states. This year 11 stations lowered minute rates, as compared with only two stations who reduced minute rates last year during this period.

RADIO STATIONS Rate Changes, First Nine Months, 1960

ONE MINUTE

(Most expensive one-minute one-time—U. S. Radio Stations)

Type of Stations	No. of Stations Total	Changing	Increasing Range of Changes			Decreasing Range of Changes			Median
			No.	Low %	High %	No.	Low %	High %	
National (50,000 Watts)	100	23	20	2.7	54.2	3	—3.7	—31.4	—20.0
Regional (5,000-10,000 Watts)	686	175	124	2.9	133.3	51	—3.6	—66.7	—25.0
Local (100-1,000 Watts)	2,464	374	202	3.9	220.0	172	—1.0	—81.3	—27.0
FM	126	43	30	5.0	212.5	13	—10.0	—64.0	—29.0
Outside of U. S.	102	11	8	6.7	125.0	3	—6.7	—30.0	—20.0
TOTALS	3,478	626	384	2.7	220.0	242	—1.0	—81.3	

ONE HOUR

(Most expensive one-hour one-time—U. S. Radio Stations)

Type of Stations	No. of Stations Total	Changing	Increasing Range of Changes			Decreasing Range of Changes			Median
			No.	Low %	High %	No.	Low %	High %	
National (50,000 Watts)	100	6	6	5.0	18.2	11	—6.7	—52.5	—33.3
Regional (5,000-10,000 Watts)	686	52	31	6.7	100.0	21	—2.5	—66.7	—25.0
Local (100-1,000 Watts)	2,464	220	109	1.3	175.0	111	—7.2	—66.8	—33.3
FM	126	44	29	4.2	180.0	15	—7.9		
Outside of U. S.	102	5	4	2.3	233.3	1			
TOTALS	3,478	327	179	1.3	233.3	148	—2.5	—66.8	

(Source: SRDS Spot Radio Rates and Data, 1960)

TELEVISION STATIONS Rate Changes, First Nine Months, 1960

V.H.F.

(Most expensive one-minute one-time and one-hour one-time—U. S. VHF Television Stations)

Geographic Regions	Total Stations	One-Minute One-Time Rates				One-Hour One-Time Rates			
		No. Stations Increasing	Low %	High %	Median	No. Stations Increasing	Low %	High %	Median
North East	15	5	9.1	16.7	12.5	3	4.7	11.1	7.1
Middle Atlantic	32	12	3.5	62.2	12.1	11	4.2	21.2	10.5
East North Central	51	23	2.9	45.8	12.5	14	3.4	40.0	14.3
West North Central	65	23	5.3	75.0	13.6	20	6.3	75.0	12.5
South Atlantic	67	24	5.3	50.0	17.6	24	5.9	30.8	13.3
East South Central	29	10	5.8	30.8	14.3	6	4.5	15.4	9.1
West South Central	65	18	4.2	166.7	14.7	13	5.6	86.7	11.1
Mountain	46	9	6.9	35.0	20.0	5	7.7	25.0	13.6
Pacific	42	16	4.0	33.3	15.8	14	5.9	34.6	13.6
Outside U. S.	20	4	20.0	31.4	22.2	4	12.5	25.0	21.4
TOTALS	432	144	2.9	166.7		114	3.4	86.7	

11 stations lowered the minute rate, ranging from 8.3%-40.0%

1 station lowered the hourly rate 25.0%

(Source: SRDS Spot Television Rates and Data, 1960)

TELEVISION STATIONS Rate Changes, First Nine Months, 1960

U.H.F.

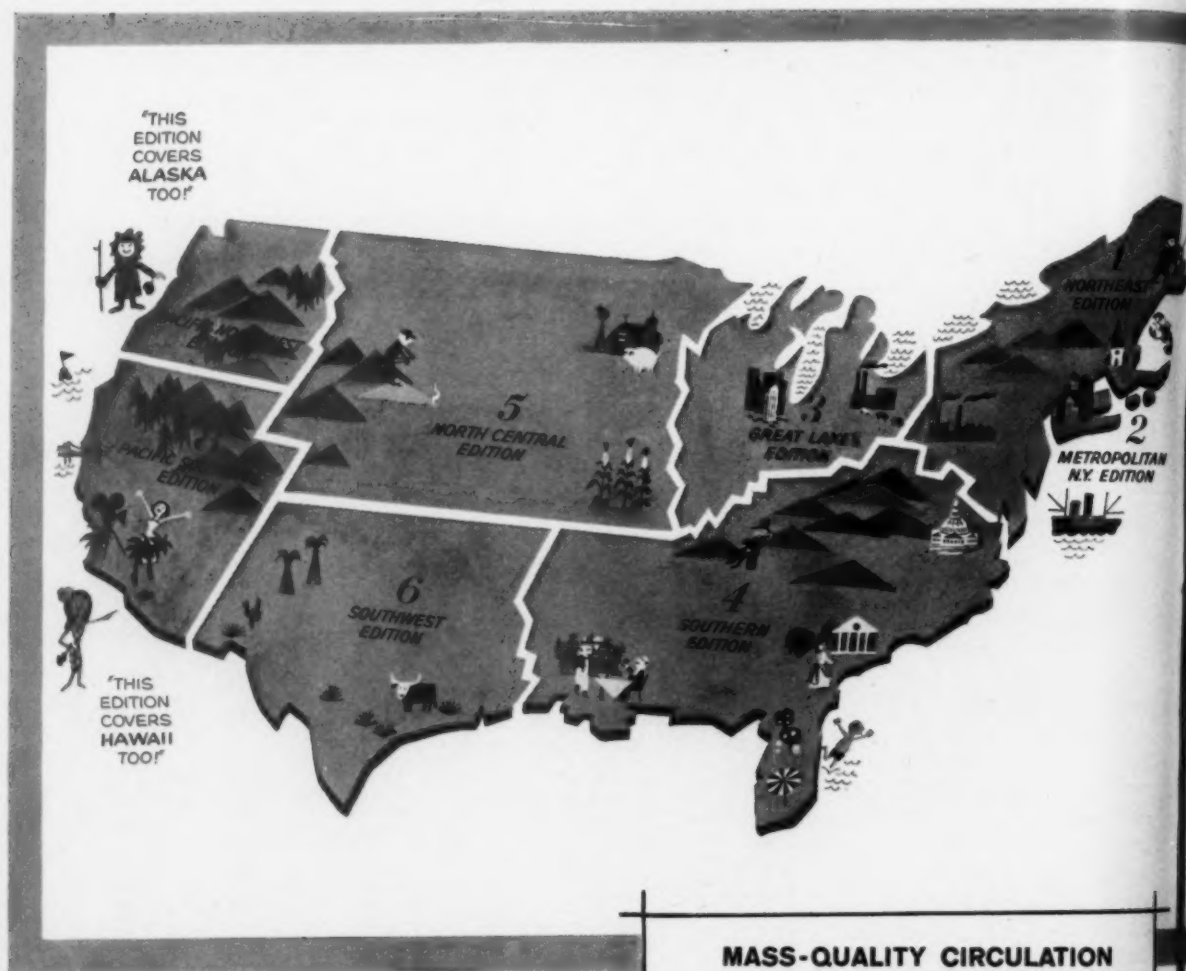
(Most expensive one-minute one-time and one-hour one-time—U. S. UHF Television Stations)

Geographic Regions	Total Stations	One-Minute One-Time Rates				One-Hour One-Time Rates			
		No. Stations Increasing	Low %	High %	Median	No. Stations Increasing	Low %	High %	Median
North East	8								
Middle Atlantic	10	2	5.6	8.0		2	5.9	8.7	
East North Central	27	2	9.1	20.0		1		7.6	
West North Central	1	1		100.0		1		80.0	
South Atlantic	8	1		50.0		1		33.3	
East South Central	7	1		28.6		2	6.1	42.9	
West South Central	3								
Mountain									
Pacific	6	1		16.7					
TOTALS	70	8	5.6	100.0		7	5.9	80.0	

5 stations lowered the minute rate, ranging from 8.3%-30.0%

1 station lowered the hourly rate 33.3%

Now Reader's Digest



National advertisers can match the Digest's regional editions to their own regional needs . . . support introductions of new products . . . time advertising according to seasonal differences across the country . . . test different advertising copy.

Regional advertisers can now appear in America's best-selling magazine . . . and benefit from the Digest's national prestige—plus quality color reproduction, merchandising and low rates.

MASS-QUALITY CIRCULATION ...AT LOW DIGEST RATES

Edition	Circulation Rate Base	Cost per 1000*
Pacific Northwest . . .	485,000	\$4.54
Pacific Southwest . . .	1,515,000	\$4.29
North Central	1,250,000	\$5.12
Southwest	725,000	\$5.10
Great Lakes	2,275,000	\$3.90
Southern	1,675,000	\$4.63
Northeast	2,100,000	\$3.93
Metropolitan N. Y. . .	1,000,000	\$5.00

*Page, black-and-white, or 2-color.

t offers 8 regional editions

...with a total circulation 81% to 105% greater than the other leading general magazines

...at about half the cost per 1000

Starting with the January issue of Reader's Digest, your regional advertising can do *more selling per dollar*. Your message can appear in the world's most widely read magazine, where most of America's best-selling brands are seen . . . and benefit from quality color reproduction, imaginative merchandising, low regional rates.

The Digest's eight regional editions give your company these unique advantages . . .

Deeper penetration. The Digest's total circulation is 81% greater than that of *Life*; 101% more than the *Post*, 105% more than *Look*. The Digest lets you reach—at one stroke—about a fourth of all the families in any region, greater coverage than you get in many prestige newspapers.

Selective, quality coverage. The higher the income, the higher the Digest's coverage. You can reach about *half of your best prospects in any region—the upper-income families*.

New economy for your advertising. In the Digest, you can reach many more people at lower cost than in any other general magazine. For example, a four-color page in the National Edition of the Digest costs only \$3.54 per thousand circulation; in *Life*, \$7.02; in the *Post*, \$6.81; and in *Look*,

\$6.64. You can get comparable savings in the Digest's eight regional editions. And, if you advertise consistently—six pages or more in a year—the cost of using Reader's Digest is even lower, because of new frequency discounts.

Greater flexibility. You can advertise in *any* issue of *any* edition. Use one regional edition or any combination. You can earn extra discounts—4% to 16%—by using more than one edition, even with copy changes. And your advertisement will always run opposite or adjacent to editorial matter.

Free split runs and bleed. In any regional edition, you can have a 50-50 split run *free*. Here is a really low-cost way to make a valid, large-scale copy test. And you can use two-color or bleed at no extra charge, four-color at only 14% more than black-and-white.

Extra chances to sell. The average Digest reader, according to Politz research, will look at your advertisement 1.7 times. With readers looking at it more often . . . and with more readers to begin with . . . you get almost *twice* as many chances to sell in your coverage area as you would get with any other general magazine. And, unlike a TV commercial, the Digest provides *repeat* exposures without your paying to repeat your advertisement.

People have faith in

Reader's Digest

Almost twice the circulation of any other
general magazine at about half the cost per 1000



and only **ONE** can give you **TOTAL** Coverage in the **PONTIAC** **AREA**

In an area of 283,000 people, 76% take THE PONTIAC PRESS daily. Be sure and see the comprehensive new study on home coverage in Pontiac!

**Total Selling needs
Total Coverage
In Pontiac, Total Selling
Means The Press**

THE PONTIAC PRESS

PONTIAC • MICHIGAN

Scalero, Meeker & Scott, New York,
Philadelphia, Chicago and Detroit
Doyle & Hawley,
San Francisco and Los Angeles

IN OCTOBER MEDIA/SCOPE there was not only an examination in detail of four audits of business publications, but also a presentation of comments from persons in agencies and advertising departments. There follow some additional comments which were received too late for inclusion in the October issue.

MORE COMMENTS ON AUDITS

"Facts . . . that can be accurately compared."

J. OTRADOVEC
Asst. Advertising Manager
The Black & Decker Mfg. Co.
Towson, Md.

I do not necessarily feel that a single audit of business publication circulation is necessary. I do, however, feel that all auditing organizations for business publications should report the same facts in a manner in which one publication serving a given market can be directly compared with competitive publications serving this same market.

Facts such as a well-defined audience for the publication, editorial purpose, percentages of advertising and types of editorial, etc., should be presented in such a way that they can be accurately compared by the media buyer.

As for the appearance such an audit should take, I would suggest that the form currently referred to as the AIA Media Data Form comes closest to presenting the most pertinent information and followed by an auditing organization would give the advertiser the opportunity of comparing media directly, which is what he is constantly trying to do. Semantics very often play a large part in the interpretation of the facts presented and by all publications following a standard form such as the AIA Media Data Form, I believe a large part of this problem could be solved.

"I feel that the single or common audit of business publications should be accomplished as quickly as possible. . . ."

EDWARD F. RITZ
Vice President of Media
Klau-Van Pietersom-Dunlap, Inc.
Milwaukee

As the media director of an important Midwestern advertising agency, I am indeed very much interested in a single or common audit of business

publications. I might also add, so are the members of the agency media buying team, for all of us have been exposed at great length to the incongruities of attempting to evaluate and make intelligent comparisons of figures supplied by various auditing systems among industry publications.

I think it goes without saying that these various auditing systems and arguments in their behalf are not only archaic but without substance, and should have been laid to rest a long time ago. I know that when I say this I am treading on many tender toes within the publishing industry, but I can't help feel that many of the arguments in behalf of this archaic system put personal gain or advantage above common good for the entire industry.

We, as buyers of advertising space, are interested in making comparisons with information that is comparable, and coming up with the soundest recommendation possible which will do the most good for our clients. We are not interested in whether one audit form is on blue or pink paper and whether another one is on buff or gray paper.

I feel that the single or common audit of business publications should be accomplished as quickly as possible, and I personally feel that the best method would be through a consolidation of the various auditing agencies.

I am afraid that setting up an entirely new auditing group independent of the existing groups would unduly prolong an already unhealthy and cumbersome situation. Advertisers and agencies demand that action be taken now, that this situation be rectified for the common good, for in the final analysis we all have one common interest in doing the best possible job for our advertisers as well as for the readers.

"The single audit can be

IOWA

Buying Intentions

IOWA FARM BUREAU Spokesman

from the TOP of the Iowa Farm Market

One weekly farm publication with 12 separate area editions. Ideal for local dealer listing or testing. Get the top of the Iowa selective farm market with the Spokesman. This new Spokesman survey gives a concise, accurate listing of the buying intentions of Iowa farmers. Here are some quotes from this up-to-date survey: Iowans will buy:

- Additional grain storage..... 20%
- Add concrete feeding floors..... 32%
- Build new farrowing house..... 14%
- Add new machine shed..... 14%
- Build new barn..... 13%

Get these facts plus many more in the new Spokesman survey... an insight to the selective Iowa market. Write TODAY for your FREE copy.

IOWA FARM BUREAU Spokesman

Box 156 Grundy Center, Iowa

MIDWEST: Prendergast & Minahan, 185 North Wabash, Chicago. Ph. Financial 6-0993

EASTERN: Whiteman Associates, 342 Madison Ave., New York. Ph. YUkon 6-4762

WESTERN: James E. Munford Co., 1417 Georgia St., Los Angeles 15, Calif. Phone: Richmond 7-6561

James E. Munford Co., 420 Market St., San Francisco 11, Calif. Phone: DOuglas 2-3899

achieved if all of us in the business make some effort."

CARL GEORGI, JR.
Vice President
Director of Media
Campbell-Ewald Company
Detroit

I think every agency man and every advertiser is interested in securing audits of business publications that are comparable—whether this is done by a single organization or whether it is done by more than one, I believe, makes no difference. The important thing is that they be comparable.

Discussions on this subject (pro and con) have been going on for a long, long time, and I am still bewildered by the fact that there is any objection to a single type audit. I know that the publishers of paid circulation magazines are definitely opposed to the Audit Bureau of Circulations including free circulation in their reports. Possibly these publishers who have some paid, some free should have their publications audited elsewhere.

The function of a media department is to evaluate publications, and this means much more than merely taking into consideration the fact that a publication is paid or distributed at no cost. The job of properly evaluating is a difficult one, and there are any number of considerations before final decision can be made, so anything that can ease our burden would be welcomed.

As to the physical characteristics of the audit report, it makes little difference as long as it has the information needed to make an intelligent analysis of a publication and to compare it with its competition.

We have been talking about this for a long time and I hope that, through the efforts of William A. Marsteller and others, we may succeed in having comparable audits—if not a single audit. The single audit can be achieved if all of us in the business make some effort.

"We seek uniformity of data..."

REGINALD T. DELLOW
Director of Media
Grant Advertising
Chicago

"We take no strong stand on the audit question. We seek uniformity of data and encourage voluntary cooperation."

MORE
THAN **1,000,000**
MEN & WOMEN

PLUS

1890 MOOSE
CLUBS

Annual Purchases in Excess of
\$35,000,000.00

What Do You Sell?

● **CIGARETTES — CIGARS — TOBACCO** . . . Among the more than 1,000,000 Men and Women of the MOOSE . . . 91.1% are Smokers . . . 74.6% Smoke Cigarettes . . . 25.3% Smoke Cigars . . . 19.9% Smoke Pipes. (We can tell you which Brands, too, if you'd like to know!)

● **BEER—WHISKEY—WINE** . . . In addition to the huge home consuming market, our MOOSE Club purchase nearly \$35,000,000 annually in Liquor, Beer and Wines. (We can tell you how the Brands rate, too—in both Markets!)

● **DIRECT-REPLY OFFERS** . . . During the past 12 months MOOSE Magazine carried over 1,000 direct-reply advertisements with more than 700 being repeat ads . . . indicating the responsiveness of MOOSE Magazine readers. Advertisers tell us "MOOSE is one of the 3 Best direct-reply magazines published".

● **HOME APPLIANCES . . . DO-IT-YOURSELF** . . . With over 709,650 Home Owners, here are some of the items MOOSE will purchase during the next 12 months . . . nearly 50,000 Refrigerators . . . nearly 50,000 Air Conditioners . . . nearly 30,000 Stoves.

● **CARS — GAS — OIL — ACCESSORIES** . . . With over 740,750 Car Owners, the volume need is obvious for gas, oil, tires, plugs, etc., to drive the 9 Billion Miles annually . . . (We can tell you the ages and which make of cars MOOSE Drive)—and how "The MOOSE Car Owner Brand Switch is on" for the makes they will purchase this year.

91.2% Purchase MOOSE-Advertised Items . . . WHY NOT YOURS?

- | | |
|-----------------|-----------------|
| ● Travel | ● Nursery Items |
| ● Radio-TV | ● Club and |
| ● Food Products | Home Building |
| ● Insurance | Modernization |
| ● Household | Products |
| Items | ● Proprietaries |
| ● Sports | ● YOUR |
| ● Club and | PRODUCTS |
| Home Products | |

Want To Sell More?

MAIL THIS COUPON—NOW

MOOSE MAGAZINE RUSH!

Dept. MS-11, 1231 Loyola Ave., Chicago 26

- ☐ Rush New Consumer-Study
- ☐ Rush New Mail-Order-Success Study
- ☐ Rush information on your 1,890 Moose Clubs whose annual purchases exceed \$35,000,000.00

Your Name _____ (Position) _____

Company _____

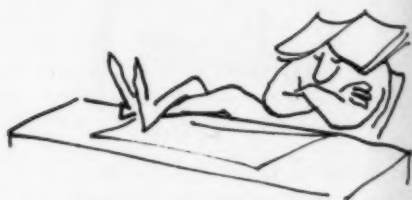
Address _____

Town _____ State _____



How To Count

Readers Of



- 1. Number of inquiries is not the answer.**
- 2. Subscriptions or requests for magazine are not conclusive.**
- 3. Media preference studies may be deceptive.**
- 4. Measures of brand preference and message recall are more valuable.**

By Howard G. Sawyer

PUBLISHERS have been asked: "How can we tell how many people actually read your magazine?"

They have answered this question in several ways.

1. By Number of Inquiries.

Number of inquiries tells us only how many people took the trouble to send in an inquiry. Presumably, more people than sent in an inquiry read the advertisement that made the offer—and presumably that number is smaller than the total who read any part of the magazine.

Number of inquiries is a measurement of the interest the product or the offer has for the reader (compared with other products or other

offers), or of the responsiveness of the audience, or of the success of the inquiry-stimulating efforts of the publisher, or of any of a number of other things. It is decidedly not a measurement of the number of readers of the magazine or of their thoroughness in their reading.

I'd hate to settle for a distribution of a magazine no greater than attested to by the evidence of the inquiries.

2. By Subscriptions or Requests.

The fact that someone has taken the trouble to put out good money for a magazine (the theme-song of the paid-circulation magazines) is rather frail proof that he does, or even intended to, read the magazine. Some magazines are "sold" at the rate of pennies a copy (so generous are the long-term offers), so the subscriber's outlay is virtually insignificant. Certainly his resistance to the opportunities of a high-powered sub-

scription salesman isn't fortified by a concern over a large investment.

Furthermore, many recipients of paid magazines don't know whether they're paid for or not. They may be getting the magazine just as free (paid for by the employer) as in the case of literally free magazines. So there's no obligation which the recipient imposes upon himself to "get his money's worth."

Similarly with even the most painstaking of verification by free magazines. Even when a man has declared, "Yes, I do want to receive this magazine," his intention is easily and perhaps carelessly declared, and the likelihood of his actually reading the magazine is not much greater (or lesser) than if his boss had given his name to some subscription solicitor.

Besides, lots of people who do read don't show up on any stencils—paid or free. There's evidence in some cases that pass-along readership is more extensive than readership by names on stencils.

Mr. Sawyer is vice president for marketing services, Marsteller, Rickard, Gebhardt and Reed, Inc.



ers of Business Publications



3. By Media Preference Studies.

At this late date, most students of advertising (to say nothing of students of research) must realize that "what people say they do" research is not trustworthy. Too many people don't *know* what they do. Too many deliberately say they do (or don't) do things which they don't (or do). Too many people get confused. Too many don't report—and it may be that the behavior of those who don't respond is entirely different from that of those who do respond, so that it would not be proper to project study findings across the entire universe.

With these methods of measurement thus disqualified, how do we tell how many read a magazine?

Until we have some means of actually *observing* and *recording* what each person who *might* read the magazine does (and it's very unlikely any such means will ever appear), we must content ourselves with the rationalization: *It doesn't matter.*

Advertising Should Communicate

This is not a rationalization intended to self-deceive. It really doesn't matter. (To the publisher, perhaps yes; but to the advertiser, no.) No single advertiser should wonder about how many people read a certain magazine; what should concern him is what happens to *him* when his advertisement runs in a certain magazine.

The purpose of advertising is to communicate. And the extent to which communication occurs can be measured—at least, roughly.

How well does a magazine help you change people's minds? This is the question advertisers should

ask themselves. Or: How much better does one magazine than another help you change people's minds (message being a constant)?

The amount of change in people's minds—in their knowledge of certain facts, or their opinion of certain things or people—is what we're most interested in. The extent to which magazines can help accomplish this change should be the criterion by which one is to be selected over another.

But how (you may ask) can this be pre-determined? That is, how can you tell, prior to running advertisements, which magazine is best for your purposes on the basis of how successful it is in communicating?

This is a question the publisher can answer by providing evidence of how well his magazine has succeeded in communicating *other* advertisers' messages.

Brand Preference Studies

I suggest brand recognition and preference studies. The fact that recognition or preference has increased over a previous period of no advertising or better than among another group of people known not to have been exposed to the messages, would indicate (if the increase has been substantial) that the conditions for making sales have improved.

Similarly, there are recall studies, studies not just of advertisement recognition and recall but of what the ad said. If the purpose of the advertising is to establish a product fea-

ture or a corporate image or more awareness of what a company makes or its facilities or services—whatever it may be, if it's at all subject to quantification, then, what the advertising *says* is what should be measured.

Should 25 per cent more of one matched sample than another tested earlier be able to play back an important selling point—is that not strong proof that change of mind has occurred and at a worthwhile rate (hence worthwhile cost)?

Advertising Changes Minds

That such measurements cannot be accurate is beside the point. Good advertising in good magazines should change more minds (favorably) than good advertising in second-rate magazines or poor advertising in either.

And the big advantage of this kind of evidence is that it tells something about what has *happened* or is *happening*—not just what *should* have happened or *should* happen ("because our magazine is paid" or "because more people prefer our magazine" or "because we produce more inquiries").

Which magazine does the better job of communicating? This is the question that should be asked. This is the question that can be answered. ■



The Life of Riley, Maybe?



But don't be fooled. Romance is strictly for the hotel guest. The modern hotel man charged with the success of a deluxe operation spends practically all his time on other people's pleasures, least on his own.

And if you want a concrete idea of the product range (and intensity of buying motivation) of his field, visit the giant National Hotel Exposition, NYC's Coliseum, this November 14-17. It's an eye-opener on a largely undiscovered market.

The same hotel industry's key audience who have the means, but are too busy to live the life of Riley, are most expansively reached each week through

Hotel World-Review

and HOTEL MANAGEMENT

An Ahrens
Publication

The hotel-motor hotel industry's national news weekly

230 Park Ave., New York 17, N. Y. 201 N. Wells St., Chicago 6, Ill.
633 So. Westmoreland Ave., Los Angeles 5, Calif. 900 3rd St., San Francisco 4, Calif.
583 Eight-O-Five Peachtree Bldg., Atlanta 5, Ga.

in **LITTLE ROCK,**
The People Who Know—

KNOW

That The Arkansas Gazette
SELLS MORE Day In and
Day Out Than Any Other
Arkansas Newspaper

So if it's **SALES** you want, we've got **PROOF** you'll want . . . **PROOF** of
EVERYTHING that a good newspaper must have . . . **RESULTS!** Call us,
from anywhere . . . we'll come to you.

Oldest Newspaper West of the Mississippi — Established 1819

Arkansas Gazette

Represented Nationally by The John Budd Company

FLEXIBILITY

Reader's Digest will open its pages to "certain products and services in the health field," starting in January. Acceptance of products and copy will be based on the American Medical Association's "Principles of Advertising."

Also, each of *Progressive Farmer's* regional and state editions is now taking three-quarter page, junior page, and half-page advertisements. Only last year the magazine expanded its number of separate area editions from five to 27.

BUS POSTERS

Nearly 90 per cent of the more than 22,000 bus poster frames in the U. S. are of the standard 30 x 144 inch size, according to a new survey by the National Association of Transportation Advertising. This represents growth of more than 10 per cent in number of king-size posters during the first half of this year.

RATES, CIRCULATIONS, DISCOUNTS

Magazines raising rate bases and rates next year are *Fortune* (effective July), and *Scholastic Magazines* (effective September).

Sports Afield will guarantee a 1.1 million circulation in January, but is staving off its rate rise until April.

Meanwhile, the *Saturday Evening Post*, starting in February when its 6.5 million rate base will be operative, will grant a 3 per cent discount to advertisers using two facing full-pages or units of three or more consecutive full-pages.



**EVEN AIRCRAFT & MISSILES
SPACE SALESMEN
RAN OUT OF THE
1960 HANDBOOK ISSUE**

Small wonder. Advertisers knew a winner when they saw it. So did readers. Last year's issue was an aerospace industry sell-out.

Be sure you're in for '61. See page 86

The worker who never really grew up

Of all the hidden costs eating away at the balance sheet, the least well documented is the problem employee . . .

The senile company president who flies into rages, panics at decisions

The brilliant malcontent who attacks the status and authority of management by destroying morale

The hypochondriac and alcoholic whose flights from reality slash productivity to bits and pieces.

There are no *rules* for dealing with these people, but our editors thought the problem warranted something more substantial than the usual platitudes and clichés. We asked industrial psychologist Robert N. McMurphy for his thoughts on the subject. and he replied with a three-part series . . . "The Problem Employee."

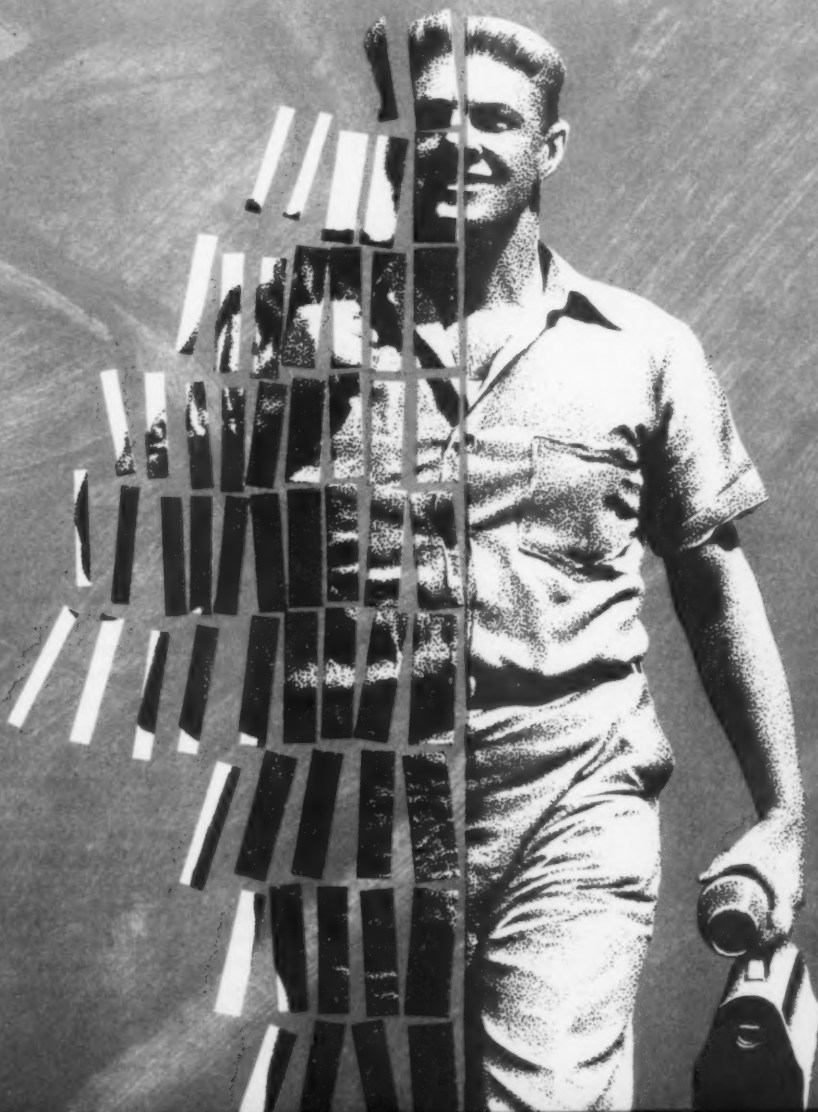
It drew an unbelievable eleven hundred *personal letters* from our audience.

It takes consistently outstanding editorial to win so alert, aggressive, and articulate an audience. But that's why editorial service to the reader is the most important service a magazine can render its advertisers.

IRON AGE

a chilton publication

THE IRON AGE • a chilton publication • 56th & chestnut streets • philadelphia 39, pa.



Media Merchandising On Upswing



Candidly, can you think of anything sweeter than a 952% increase in business? That's how much candy and confections advertising alone has increased in only three short years on WPAT. What a comfit we are to the men who make and market America's finest confections! Or any other product, for that matter. Our music, so sweet, so low, provides the perfect setting for your sales message. Dexterously designed to delight listeners throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut, it's the most mellifluous sound in America's largest market. And how it sweetens sales! Ask the makers of America's leading confections. Ask *Fanny Farmer*, *Ferrara Candy*, *Loft Candy*, *The Roxo Candy Company*, *Schrafft's* (Frank G. Shattuck Company) and *William Wrigley*. In three short years, all of them have advertised on WPAT . . . the station with the flavor of success.

**WPAT
&
WPAT-FM**

TWO RECENT SURVEYS indicate that the use of media merchandising services is extensive, wanted by buyers, and active in as diverse media fields as television and business papers.

One survey was concerned with radio and TV merchandising, made by the National Broadcasting Company among its panel of spot time buyers. The other was concerned with business papers, made by the Association of National Advertisers among business paper publishers.

Time Buyer Study

More than 60 per cent of the spot time buyers always or frequently consider station merchandising when buying, and upwards of the same majority believe that they can trace results to station merchandising work—according to NBC. A surprising 38 per cent went so far as to state that at one time or another in buying radio time the merchandising was a more important consideration than the audience delivered. In buying spot TV, 19 per cent had at one time or another allowed merchandising to be the first consideration.

The majority (67 per cent) agreed that there was justification for asking the client to at least share the cost of station merchandising, but only 10 per cent felt that the client should cover all costs. The order of value in types of merchandising service commonly offered fell in this order:

1. In-store displays
2. Calls on trade
3. Mailings to trade
4. On-air, tie-in spots
5. Media tie-in-advertisements
6. Poster tie-ins

The time buyers reported that radio stations offered considerably more merchandising than TV outlets, and they said that radio—but not TV—merchandising is increasing. Merchandising was indicated as of greater attraction to buyers in small agencies (under \$1 million in billing) than in large.

Business Publishers' Survey

Business paper publishers were almost unanimous (96 per cent) in declaring that they offered some merchandising services.

More than 80 per cent of the publishers who have some merchandising services offer at least part of those services free. However, within that group about half of the publishers relate the extent of free services to the amount of space bought by advertisers. Limits placed on free services vary from an analysis of each case to specific allowances based on either: number of insertions, volume of advertising, or value of services.

Types of Services

The types of services most commonly offered fell in this order:

1. Bulk copies of issues in which advertisements appeared.
2. Reprints of advertisements.
3. Copies mailed to salesmen, dealers, etc.
4. Preprints of advertisements.
5. Folders, including cover of issue and advertisement in issue.
6. Use of subscriber list for advertiser's mailings.
7. Transmittal letters with reprints.
8. Easel-mounted reprints.
9. Letters introducing advertiser to sales prospects.
10. Stickers for identifying advertisements.

In no case are more than 100 copies of issues or other material offered free, except for copies sent to salesmen or dealers (the largest free service here was 200 copies). Median prices charged for key items were:
50 cents per copy for bulk copies
\$19 per thousand for reprints
\$55 per thousand for folders

The ANA survey was made by questionnaires sent out by its Business Paper Committee, and based on answers received from 204 publishers. It plans to follow this study with a survey of advertisers to ascertain their appraisal of the relative importance of merchandising services offered.

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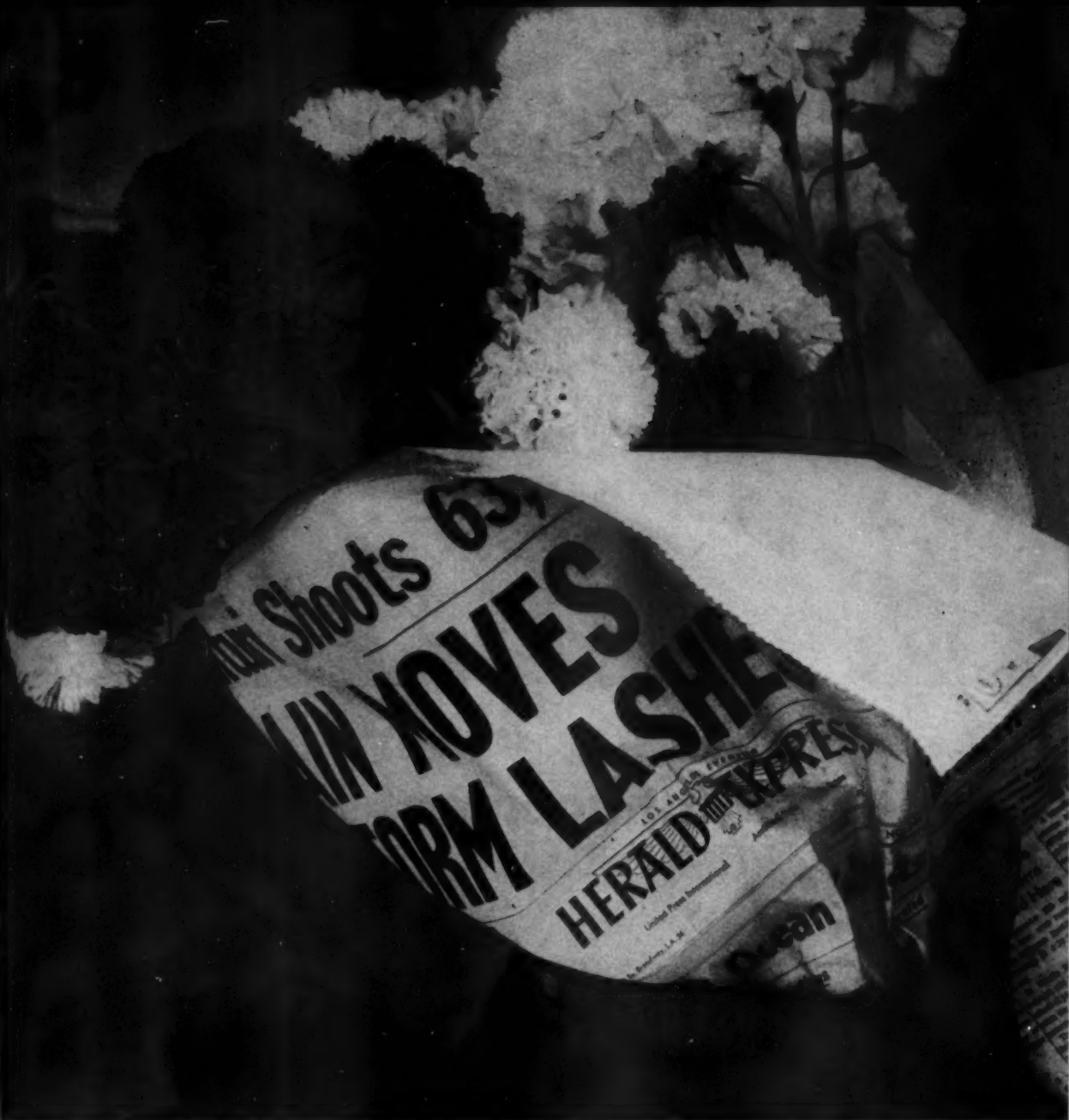
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ember 1960



AND JUST last night this fine news-
paper wrapped up *more blooming sales*
than any other evening paper in the
West. Why? *Because* it has the *largest,*
wealthiest evening newspaper audience in
Western America! Care for proof? *Look!*

➤ In 1959, Southern California's top
ten† volume retailers preferred the
Herald-Express by a margin of
almost 3 to 1* over the second
evening newspaper!

➤ The Herald-Express concentrates
almost 90% of its total circulation*
in Los Angeles County . . . the
county that is second* only to New
York in total net EBI!

* Media Records and Sales Management
† Names upon request

Los Angeles
Evening

HERALD-EXPRESS

"Largest Evening Newspaper in Western America"

Represented Nationally by
Moloney, Regan & Schmitt, Inc.



Media Management Decentralized At

- *How Allstate Insurance Company combines national media program with on-the-spot buying.*
- *Zone advertising managers have local autonomy, but close ties to home office.*
- *Media management team (in picture above) includes: up front, Robert E. Gorman, assistant vice president and director of advertising; immediately behind, John Dear, assistant director of advertising, (left) and Tom Kiernan, prospect development manager; rear row, six zone advertising managers (left to right), Ray Lyon, Pacific Coast, Charles Oysler, Midwest, Stan Smith, West Central, Joe Wall, Eastern, Bill Rauch, East Central, and Paul Varga, Southeastern.*
- *Purpose is to direct media usage to local job of opening doors for agents.*
- *Constant reappraisal of local coverage from national media indicates needs in each zone.*
- *Media awareness in the field makes possible choice of local media that match regional personality.*



zed At Allstate Insurance

ATHERNS, TENNESSEE, population approximately 10,000, was the most important market in the world to Allstate Insurance agent, Jack Jones. It was disturbing to Mr. Jones that his company's network television show was not being carried by a local outlet. At the same time, another person was also concerned about the fact that Agent Jones was not getting adequate advertising to support his selling efforts. That person was Allstate's Southeastern zone advertising manager in Atlanta. After consulting Mr. Jones' regional sales manager in Jackson, Mississippi, a visit to Athens was planned.

Upon arrival in Athens, the zone advertising manager found that one of the most promising advertising media available at that time was an enormous disposal container situated in the center of town. It was being used in an anti-litter campaign. A local bank had contracted for advertising space on one side of the container. Allstate contracted for the other side and got across to the bulk of Athenians the message that agent Jack Jones was the man to see for the best insurance buy in the country.

Use of this medium in Athens paid off. It would not have been a suitable medium for Chicago, New York, or Los

Angeles where the facelessness of the large metropolis makes it difficult if not impossible to personalize effectively any one Allstate agent.

The advertising experience in Athens is but one example of the effects of Allstate's decentralized media buying activity. This is not a national advertiser's "dream" operation. Rather, it is a reality. Although Allstate's long-standing philosophy of decentralization had already been put into effect for most other major departments of the company, decentralization of advertising management was inaugurated only four years ago. The move enables Allstate to cope with advertising problems peculiar to the insurance business and to capitalize on the company's unique marketing advantages market by market.

R. E. Gorman, Allstate's assistant vice president and advertising director, puts it this way: "Each market in which Allstate does business involves the career and livelihood of a very important person: the agent. His success is Allstate's success. The individualized marketing requirements of his selling area call for individual attention by someone who is not only an advertising specialist, but is also intimately familiar with the way people think and



ADVERTISING MATERIALS MANAGER, Chesser Howe (seated) goes over plans with two zone managers (at left), Stan Smith and Ray Lyon, and Mr. Howe's assistant, Tom Brady (right).

live in that area. Our decentralized organization is designed for that purpose."

First Insurance Retailer

Twenty-six years ago, after three years of mail order selling, the Allstate Insurance Co. became the first insurance company to sell policies through retail stores—via Sears, Roebuck and Co. Protection was made directly available to the public at a saving of both time and money. Automobile policies were sold exclusively. Use of advertising media was confined to catalog promotion, some direct mail, and point-of-purchase material. Sales developed in the areas immediately surrounding the locations of the Sears retail outlets. No agents were employed other than those manning the sales and service departments in the stores.

Today, Allstate represents a full line of insurance coverage: automobile; life; health; family liability; fire; theft; homeowners; boatowners; business fire and business liability. The original sales departments are still maintained in the Sears retail stores. According to plan, sales activity through these channels has been supplemented with the creation of sales-service offices in zone, regional, district, and neighborhood locations. Full-time agents work out of each. Approximately 1,500 sales locations are in the 50 states plus Canada. Advertising appears nationally in every type of market and in a wide assortment of media.

With the added sales potential that resulted from the company's product diversification and the additional sales locations opened in areas away from the Sears stores, the advertising efforts (media used, and the extent of media use) have followed a pattern somewhat unique to the insurance business. Each move brought forth new problems and prompted the planning of new media and advertising approaches for almost every area.

Advertising—National and Zone

As the sales locations became entrenched and sales grew, it became prudent to mobilize the advertising management into a team of zone advertising managers strategically situated throughout the country. The values of having promotion and media specialists on the spot were most apparent in view of the divergence of problems faced in the field.

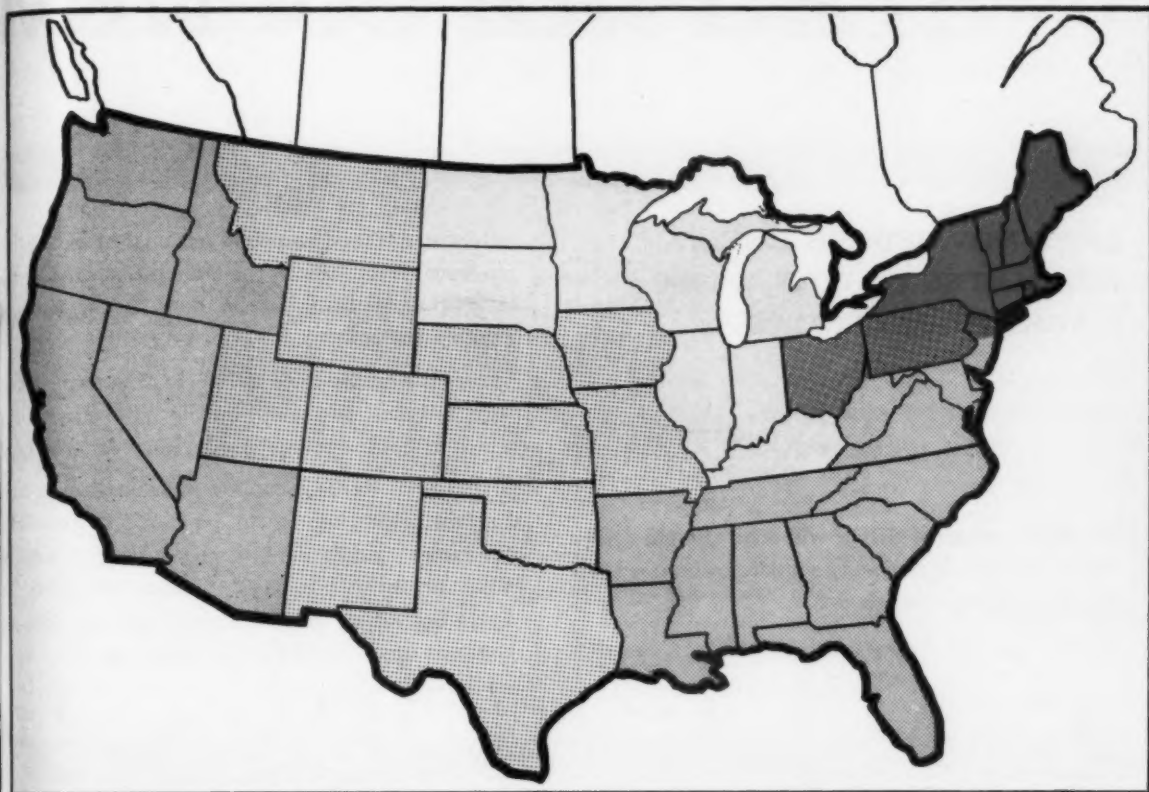
The Allstate home office advertising organization, under the direction of Mr. Gorman, consists of John Dear, assistant director of advertising, Chesser W. Howe, point-of-purchase advertising manager, and Tom Kiernan, prospect development manager in charge of mail-order advertising. The home office responsibilities are primarily focused on overall advertising policy and strategy, the evaluation and selection of national media, the coordination of activity in zone offices, and the direction of activity handled by its advertising agency, Leo Burnett Co., Inc.

National advertising strives to position Allstate in the public mind as being a large, national organization whose products are of the highest quality. This strategy is based on the consistent and overwhelming preference consumers have for nationally prominent and respected goods and services. The major media used—network television and magazines—are geared to achieve this goal.

In addition, Allstate has its own built-in medium in the form of a digest-size magazine mailed four times a year to the more than 5 million Allstate policy holders. This magazine features original stories and articles by many prominent personalities and well-known authors, reproductions of paintings by leading artists, and other top-quality editorial material. Its purpose is not only to keep present customers sold on the advantages of their Allstate policy, but also to tell them about the other quality "products" Allstate has to offer in insurance.

In the Allstate point of view, local advertising is not overpowered by network television commercials or by mass circulation magazine advertising. Local advertising has the job of implementing national advertising and of telling the consumer where he can get Allstate insurance.

From this point, the promotion and media buying function becomes decentralized, but still remains under the controlling influence of the home office. These responsibilities under the supervision of Mr. Gorman are assumed by six zone advertising managers.



ALLSTATE ZONES split local advertising activity into six regions in which zone advertising managers have local autonomy.

Decentralization of Advertising

The country is divided into six zones. They are, with the zone office locations: Eastern (White Plains, N. Y.); East Central (Murray Hill, N. J.); Southeastern (Atlanta, Ga.); Midwest (Skokie, Ill.); West Central (Kansas City, Mo.); and Pacific Coast (Menlo Park, Calif.).

The zone advertising manager is an experienced, well-rounded advertising and promotion man. To be able to do his job adequately he must be a combination sales promotion specialist, a market analyst, and media buyer. He has to be a creative thinker, one who knows *sell copy* when he sees it, and have a touch of the commercial artist in him. All finished creative work is done by the agency. However, the zone advertising manager must be in a position to tailor the messages to modes of his territory. He can do this by altering standing ads, or by directing the creation of a new advertisement. It is important, too, for him to think like a purchasing agent because his order-of-the-day, everyday, is to get maximum return on every media dollar he invests.

It is in the zones where the Allstate advertising man really gets into the mainstream of the company's promotion effort. Here he deals with regional managers, sales managers, and agents—people of a practical bent who see advertising in terms of: *What will this ad do for sales in my region? How will it improve Allstate's image and sales volume in this area?*

The basic task of the zone advertising manager is constantly to analyze and re-assess the coverage he is getting in his zone from the mainline media program—from "Thriller," Allstate's new television program on NBC-TV, to national coverage from magazines such as *Life*, *Look*, and *Reader's Digest*. The zone manager receives regular communications from the home office and the agency. These consist of network station lineups and changes; county circulation lists for magazines; coverage maps; etc. In addition, he receives TV ratings for key areas, readership studies, and surveys of new policy holders by area, supplied by Allstate's own research department. The manager knows that no one national medium can completely

(Continued on page 122)

NOW READY TO USE BASED ON NEWC

SRDS NOV. ISSUES REFLECT ESTIMATES OF JULY 1, 1960 MARKET CONDITIONS

Accessibility and convenience of up-to-date consumer market data and media maps in SRDS, prompt wide use by buyers of media

November issues of SRDS will have the only published data which projects complete estimates from the new 1960 census releases

Every 6 months STANDARD RATE & DATA SERVICE

publishes new and complete national market data—covering all counties in the United States. The data is kept current in interim months as significant changes occur.

This is the only service in the country that provides such frequent re-evaluation of the statistics upon which media and marketing decisions must be based.

SRDS Spot Radio, Spot TV and Newspaper books contain latest figures on population, households, consumer spendable income and retail sales by states, counties, cities and metropolitan areas. The Farm Section of the Consumer Magazine book also contains up-dated market information.

PANEL OF MEDIA BUYERS INDICATES RELIANCE ON SRDS MEDIA MAPS AND MARKET DATA

In 1959 a national panel of media buyers was formed to provide reliable information on the uses to which the SRDS books are put and to guide us in the development and improvement of SRDS services,

In the spring of 1960, two panel studies revealed the following pattern of use and indication of adequacy of SRDS maps and market data:

SRDS Section	Maps or market data sections	% who USE	% who favorably evaluate ADEQUACY
Newspaper Rates & Data	Maps	90.4	86.2
	Consumer Market Data	83.0	84.1
	Ranking Tables	80.9	85.1
Spot Radio Rates & Data	Maps	97.7	89.5
	Consumer Market Data	94.2	94.2
	Ranking Tables	90.7	93.1
Spot TV Rates & Data	Maps	97.8	87.7
	Consumer Market Data	95.5	93.3
	Ranking Tables	92.1	92.1

From this panel response, it seems reasonable to conclude that, in the normal process of market selection and media evaluation, market information and media information go hand-in-hand. Having them together in SRDS is a great convenience to both buyer and seller of space or time. So it makes sense for a medium to register its *whole* sales story by advertising its market and market coverage in the market data sections of SRDS and its special values as an advertising medium on the listing pages.

note: To correlate USE of maps and data—with user evaluation of ADEQUACY, only the 75% of panelists who answered BOTH questionnaires are recorded here.

SRDS me
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48

Hells/scope, November 1960



(Continued from page 119)

GOOD MEDICINE

Now, Allstate helps take the money worry out of being sick or hurt

The best doctors in the world can't relieve the worry on a man's mind when he's sick or hurt and knows his paychecks have stopped. The hospital bills pile up and so do all the other bills—the grocer, the landlord, the housekeeper.

Worry in a situation like this can't be cured, but it can be prevented. And a worry-free mind can help speed your recovery.

An essence of protection—Allstate's Accident and Sickness Policy—watches about an income, but it offers you the money you need to take care of the family when you're sick or hurt. If you're totally disabled, this policy can bring you an income of \$500.00 per month, tax-free when you need it most and for the maximum period you desire.

For "real-world" protection—Allstate's Accident and Sickness Policy—let us buy the protection you need. With the expert help of an Allstate Agent you pick and choose the coverage that's right for you, your family and your budget. See the chart for just a few of the ways this policy can be tailored to fit in the gaps in your present health insurance or provide you with a second layer plan of health coverage. It's a human nature to just "get it off" but don't. During 1989 more than 8 million Americans will be hurt or be disabled or seriously ill for the first time in their lives. The one it is yourself and to your family to call on Allstate Agent right now—while you're thinking about it. He'll be glad to visit your home and give you all the facts about Allstate's Accident and Sickness Policy. Allstate Insurance Company, Home Office: Skokie, Illinois. They are help you!

You're in good hands with ALLSTATE
INSURANCE COMPANIES
AUTO • PROPERTY • ACCIDENT AND SICKNESS • LIFE

NATIONAL ADVERTISEMENTS like this magazine page lend themselves to local tie-ins. Zone advertising managers know circulation of every national advertisement in their region.

cover every market in his zone. So his surveillance is aimed at strengthening promotion in areas not being adequately covered by the countrywide effort.

Media Strategy In the Field

There are other advertising objectives that influence the use of media in a zone. Some of these goals are related to varying degrees of emphasis on the different lines of insurance, a wide range of competitive factors, rate increases or decreases, the announcement of new agents, and the promotion of new sales locations. All of this local activity enhances the role of the zone advertising manager as an important decision maker and media buyer. He's a media buyer on the scene who knows when to buy and what to buy.

For the most part, newspapers work in as the supplementary media used throughout the zones. Insurance, by its nature, requires a certain amount of educational selling. Allstate believes that the printed advertisement provides a better vehicle for local advertising explanation. Then, too, its national advertising does not regularly include newspapers. However, there will be found widespread use of spot television, radio and outdoor. Occasionally, regional print media will be considered such as the use of *Sunset Magazine* by the Pacific Coast zone. Other media such as taxi-posters, car cards, road signs, and

movie spots may be used, depending on local circumstances. There is no set pattern on media usage among the zones. This flexibility in use of media pays off.

No market is necessarily like any other market. The zone advertising manager is paid to find what the market under consideration is really like, and to decide what media and what advertising approach should be employed in that market. He does not buy on impulse. His judgment must be based on three major points:

1. What do I have to spend?
2. How much business will be created by the expenditure?
3. Does it fit in with current sales objectives?

Whether he is working on a short term saturation campaign to announce the opening of a new sales office, or putting together a continuing promotion program, the zone manager knows what he is doing. And what he is doing is calculated to benefit the Allstate agent.

Coordinating the zone activity with company-wide efforts is a full-time job, with the bulk of responsibility assigned to the assistant director of advertising, John Dear. Twice a year the zone managers participate in a meeting held at the home office. The meetings afford the opportunity to be briefed on national company efforts and to discuss area problems with home management. In addition, Mr. Gorman and Mr. Dear visit each zone office to work directly in the field with the zone advertising managers. The zone managers also have agency personnel from Leo Burnett at their disposal to work with them on local problems. This is set up on a need basis, and the agency assistance is coordinated by the home office. All production functions are handled by the agency, and all media schedules are confirmed and released through the agency.

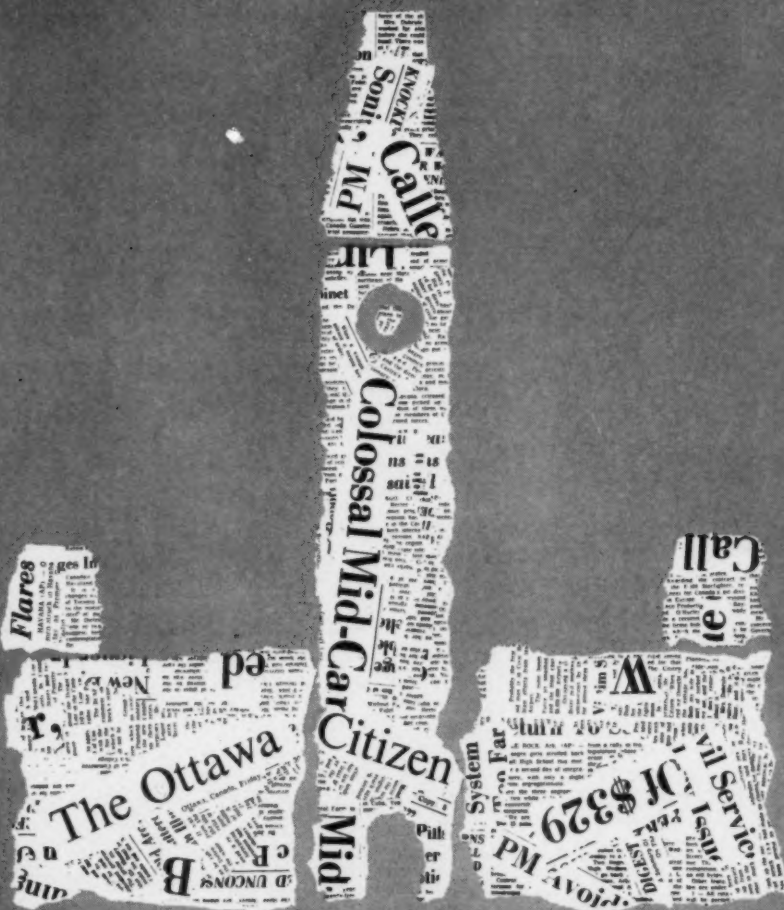
As a guide in operating, each zone manager submits an annual budget and media program which is formulated after meeting with regional sales managers and following direct consultation with the agency. The budget and proposed media program are submitted to the advertising department in the home office for approval. When received, the individual budgets are related to the company's overall marketing program. Alterations are made if deemed necessary. Adjustments in budget may result in a higher or lower budget than submitted. Such budget changes are governed by the overall plans which in many instances are based on top-level plans of the company not known to the zones at the time that budgets are prepared. This may involve the introduction of new products or plans for special emphasis on certain company lines which could affect advertising efforts in the various zones.

The zone advertising managers figure prominently, if indirectly, in the professional lives of every Allstate agent. These are the men who either devise or detonate (sometimes it's both) the sales promotion program. At Allstate, the zone advertising management team is appropriately referred to as the "door openers."

No ordinary national market no retail sales The fact through T paper in th

THE WINNIPEG TORONTO TH J. C. McCAGUE, Nov Media/scope, Nov

175,058 ADULTS* READ THE OTTAWA CITIZEN EVERY DAY



No ordinary people these, they earn 26% more than the national average and they spend 19% more. Here is a market now boasting more than \$395,000,000 in annual retail sales—and still growing.

The facts prove it. Ottawa is a major market. Sell it best through The Ottawa Citizen . . . the number one newspaper in the nation's capital. The Citizen is first in Ottawa.

First in circulation . . . first in advertising lineage.

More people in Ottawa read The Ottawa Citizen than any other newspaper. That means *more* actual delivered impressions, *more* penetration for your sales message.

Sell Canada's capital with the city's first selling force, The Ottawa Citizen . . . Circulation 70,023 A.B.C. March 31, 1959.

*15 years of age and over



YOU GET ACTION WHEN YOU ADVERTISE IN

The Ottawa Citizen

ONE OF THE SOUTHAM NEWSPAPERS IN CANADA

The other Southam Newspapers are: THE NORTH BAY DAILY NUGGET • THE HAMILTON SPECTATOR
THE WINNIPEG TRIBUNE • THE CALGARY HERALD • THE EDMONTON JOURNAL • THE MEDICINE HAT NEWS • THE VANCOUVER PROVINCE (Published for Pacific Press Ltd.)
TORONTO THE SOUTHAM NEWSPAPERS, 88 UNIVERSITY AVE., K. L. BOWER, MANAGER. MONTREAL THE SOUTHAM NEWSPAPERS, 1070 BLEURY ST.,
L. C. McCAGUE, MANAGER. UNITED STATES CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

Scope on People



MORNING TREAT: Ed Judy (right), media buyer, J. Walter Thompson, and Richard Puff, director of media and research, Sullivan, Stauffer, Colwell, & Bayles, pause in their morning dash through Grand Central Terminal to sample a breakfast doughnut at the *Ladies' Home Journal* exhibit in the station concourse. Serving is Mary Linn Mason. The exhibit promoted the *Journal* cookbook.



RIVALS: At a recent New York Chapter meeting of the American Marketing Association, Donald McGlathery, A. C. Nielsen account executive (center), and A. P. Hiss, (right), client service executive of Market Research Corp. of America, described new, competing, services for measuring magazine audiences. Shown chatting with them is Cy Chaikin, chapter president.



TABLES TURNED: Milt Segal (center) space salesman for *Home Furnishings Daily*, is feted by Caloric Appliance Corp. and its agency Erwin, Wasey, Ruthrauff & Ryan, Philadelphia. Mr. Segal had jokingly remarked that since he had been calling on Caloric for 30 years, he was entitled to a watch similar to those presented to long-time employees. Duly presenting the watch are Victor Klein (left) director of advertising and sales promotion of Caloric, and Jim Robertson (right) EWRR vice president.



RICHARD M. NIXON was guest of honor at the Fourth Annual Fall Conference of Magazine Publishers Association in New York. At his left is Kent Rhodes, vice president, manufacturing, Reader's Digest Association, and MPA chairman. Vice President Nixon was interviewed at the session by a panel of six magazine editors.



PRESIDENTIAL CANDIDATE Senator John F. Kennedy (left) is greeted by William Beard (right), president of Associated Business Publications, before addressing the group at conference for business press in New York.

DICTIONARY OF TERMS USEFUL TO BUYERS OF MEDIA



stands for —

STATION IDENTIFICATION—Announcement of station call letters.

STATION OPTION TIME—See **NETWORK OPTION TIME**.

STATION-PRODUCED PROGRAM—One which is completely prepared by a station and sold to clients as a completed unit.

STATISTICS—The mathematical science which permits description, generalization, and measurements of relationship among data.

STATION POSTERS—In transportation advertising, one- and two-sheet posters on station platforms.

STATUS SYMBOL—A product, service, or idea which enables an individual to identify with a group he considers to be superior.

STEPS—In statistics, the division of a range of data into sections according to the decision of the statistician. Five steps in the numbers from 1 to 10 might be 2, 4, 6, 8, 10.

STEP INTERVAL is the distance between one step and the next one.

STEREOTYPE—A duplicate printing plate cast from a paper matrix.

STERECASTING—A broadcast usually featuring music, news, and commercials at the point-of-purchase.

STORY BOARD—Drawings of the scenes of a television commercial usually accompanied by scene-by-scene instructions and the commercial copy.

STRATEGY STATEMENTS—A description of the objectives of a media plan which indicates what each medium is expected to accomplish.

STRATIFICATION—In sampling, the division of the universe into groups.

STRIP SHOW—Any program broadcast several times a week.

SUBLIMINAL STIMULUS—One below the level of awareness. **SUBLIMINAL ADVERTISING** is advertising transmitted to an audience without their conscious perception.

SUPPLEMENTARY AFFILIATES—Non-network stations offered to an advertiser by a network for selective or additional coverage.

SUSTAINER—A non-sponsored program whose expenses are sustained by a station or network.

SYNDICATED ART (STANDARD ART)—Low cost point-of-purchase material supplied to various advertisers for different brands of a commodity in separate market areas.

SYNDICATOR—Seller of television film to advertisers, agencies, or stations on an individual market basis.



TABLOID—A newspaper about half the page size of the standard newspaper.

TAKE-ONE—A car card with advertiser-addressed reply cards attached to encourage riders to seek further information about an advertiser or his product.

T.C.—Transcontinental, a coast-to-coast program.

TEARSHEET—1. A page featuring an advertiser's insertion sent to him for checking purposes. 2. Unbound copies of pages of a publication are also called tearsheets.

TEASER—In any medium, curiosity-provoking advertisements which precede the major campaign.

TELECAST—A telecast broadcast; to broadcast by television.

TELEGENIC—Any person or thing which looks well on television.

TELEPHONE SURVEY—Any survey conducted by telephone calls.

TELEPHONE COINCIDENTAL SURVEY—In research, the interview method in which telephone calls are made while a particular activity, usually a broadcast program, is in progress.

TEST MARKETING—A marketing operation confined to a limited but usually complete marketing area, either a standard metropolitan statistical area or a wholesale trading area of some type, conducted to determine the advisability of extending a proposed marketing step to the total market of the advertiser. Usually a test market operation includes groups of markets, one group which serves as a control, with as many additional groups as there are elements which are to be tested as truly comparable in size and other marketing characteristics.

TF—1. Till forbid. Instructions to print media to continue running an advertisement until otherwise notified. 2. To fill. Printer is to set copy in correct size to fill space specified. 3. To follow. Instructions to print media, "copy is to follow."

(Continued on next page)

(Continued from preceding page)

THEMATIC APPERCEPTION TEST—A projective technique tool. In a clinical situation it is a series of 20 cards with illustrations from magazines, paintings, drawings, and other art sources especially selected and characterized by their ambiguity to offer a wide range of possible unconscious stimulations of respondents. In advertising research, this test may be adapted to study a specific stimulus.

THREE-DIMENSIONAL—At the point-of-purchase, a display unit with depth.

THREE-SHEET POSTER—In outdoor, a poster 8 feet 7 inches high by 4 feet 10 inches wide featured on buildings near retail outlets or in public transportation stations.

THROW-AWAYS—An expression to designate shopping newspapers, and, less frequently, neighborhood weekly newspapers.

TIE-IN—1. A cooperative advertising effort between two or more advertisers. 2. A cooperative advertising effort among a manufacturer and dealers.

TILL FORBID—See **TF**.

TIME-PERIOD RATING—In broadcast research, the estimated percentage of all households in the area surveyed tuned to a particular station during a specific time period.

TOTAL AUDIENCE IMPRESSION—The sum of all exposures to several issues of the same publication or several issues of different publications.

TOUCHING ISSUES—In print media, consecutive issues.

TRADE-MARK—A name or device that provides identification and legal protection to a product or service.

TRADE-NAME—A name which identifies a company and its products to buyers and sellers.

TRADE PAPER—A specialized, independently-owned and operated publication devoted to the interests of a profession, trade, industry, or science.

TRADE ADVERTISING PUBLICATIONS—Publications devoted to the interests of retailers and wholesalers.

TRAFFIC COUNT—In outdoor advertising, the number of pedestrians and vehicles passing a panel during a specific time period. The data are collected at a **TRAFFIC COUNTING STATION** adjacent to the display.

TRAFFIC FLOW MAP—In outdoor advertising, a street map of the area covering a plant's panels which shows the location of the panels and the traffic volume around them.

TRAFFIC, IN-THE-MARKET—In outdoor advertising, all the people who live in a city who are found in the traffic flow within that city, or traffic within a county, or within a limited section of a larger city. Other traffic is called **OUT-OF-MARKET TRAFFIC**.

TRANSIT SPECTACULAR—An entire outside of bus devoted to one advertiser or one side of a bus devoted to one advertiser.

TRANSLATOR—A device for picking up a VHF signal and relaying it on UHF.

TRAVELING DISPLAY—1. In transportation advertising, advertisements which appear on the outside of public transportation. 2. A special promotion produced in limited quantities by a manufacturer and routed to dealers, trade shows, or selling departments, to stimulate sales, highlight special promotions. Also called an **ITINERANT DISPLAY**.

TRIPLE ASSOCIATES METHOD—In advertising research, a technique in which an interviewer names a campaign theme and the product type, and the respondent is asked to identify the manufacturer or the brand name.

TRIM-SIZE—In magazines, the actual size of a magazine page after the surplus margins have been trimmed.

TRIPLE SPOTTING—Three commercials back to back.

TRULINE RATE—A rate concept sometimes used at the local level. It is computed by multiplying the agate-line rate by one million circulation and dividing it by the retail trading zone circulation.

TUNE-IN—See **SETS-IN-USE**.

24-SHEET POSTER—The most common sized outdoor poster with a copy area of 104 inches high and 234 inches long.

TWENTIES (20's)—A 20-second spot.

TWO-FOR-ONE SALE—A method to unload dealers' stock by offering two units of a product for the price of one.

TWO-SHEET POSTER—See **STATION POSTER**.



UHF—Ultra high frequency, 300 to 3000 megacycles; the band added to the VHF band for television transmission.

UNIVERSE—In research, all people or elements about which information is desired and from which a sample is drawn.

Definitions of words beginning with "V" and "W" will be given in December.—The Editor.



71 PERCENT OF DELAWARE VALLEY'S AUTOMOTIVE SALES ARE MADE IN THE SUBURBS



The Philadelphia Inquirer delivers your advertising to 33% more suburban men readers than does any other Philadelphia newspaper.

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)



Howard G. Sawyer

Non-response Is Significant

IN SURVEY WORK the problem of non-respondents almost always exists. Would the "refusers," if they had answered, have answered in the same pattern as the respondents?

By and large, a person will be more likely to respond: (a) If he *knows* something about the subject; and (b) If his answer is *affirmative* rather than negative.

Hence, the non-response would be likely to include a bigger percentage of "Don't know" or "No opinion," and it would probably include a bigger percentage of knowledge unfavorable to those conducting the survey.

Researchers cannot afford to ignore these "no knowledge" or "unfavorable" units in the universe. So they should make every effort to elicit a response from the people whose disinterest or belief that a "no answer" is valueless would discourage a reply. And also from those who, perhaps out of kindness, are reluctant to answer in an unfavorable way.

How do you get disinterested and reluctant persons to cooperate on mail surveys? Interest. Inducement. Follow-up.

Among the ways to get more interest are: special delivery, commemorative stamps, a dramatic or particularly persuasive appeal in the letter or form of questionnaire. The letter should ask for a return even if the recipient has no answer to give. ("The fact that you can't answer the question is just as important information to us as an answer.")

Inducements Used

Among the inducements are "a shiny quarter" or other token, a promise of a copy of the study report, or even just an appeal "for the good of the industry."

Finally — keep following up with waves of letters or by telephone or personal interview.

Dick Manville reports a return of 79.1 per cent from a publisher-client's mailing to car and truck dealers (not, in my opinion, an especially responsive group). The first mailing, using quarters, produced 60.8 per cent replies; a second got a mail-back of 42.6 per cent—79.1 per cent from the original universe.

This compares very favorably with personal interviewing that normally takes three to five call-backs to get the same completion ratio — and at much higher cost.

I recently got more than 80 per cent return from a single mailing to a list of people very few of whose answers were expected to be affirmative. We used the whole bag of tricks (special stamps, 25-cent piece, a "begging" letter), because the results would be measured against a duplicate study to a matched sample to be made a year later; the significance in the comparison of the two sets of results would be in the extent of conversion from "no answer" to "favorable answer," so it was desirable to have the "no answers" as well represented as possible.

Often in research, we are interested only in relatives, and such values can be ascertained from a small percentage return. But when the values are absolute, it pays to pay extra to keep the non-response at a minimum.

Promotion Lists

It's not often a department writer for a magazine gets a letter from an official on the same magazine taking him to task for something he wrote.

But I suppose A. G. Gibbs, circulation director for MEDIA/SCOPE, was justified in disagreeing with me when I wrote that publishers do a sloppy job maintaining their promotion lists of advertisers and agencies.

My point had been that with the various means by which personnel changes can be communicated within our own branch of the communications industry, it was inexcusable that so much advertising mail and promotion copies should arrive addressed to obsolete names, titles, and addresses.

To my astonishment I learn now from Mr. Gibbs that "very few of the changes are reported in the trade press."

Well, he should know, being concerned with circulation of a trade magazine. "In maintaining our prospect list, we check all the advertising publications and several large city newspapers for new names and job changes. The results really represent only a fraction of the changes occurring."

"There is a lamentable indifference on the part of many agencies in helping publishers keep mailing lists up-to-date. We recently questioned a thousand agencies asking (for) people in their organizations responsible for buying media. Barely 20 per cent of the agencies cooperated."

"Our figures indicate there is a turnover of 50 per cent a year in agency personnel. It takes a heap of work to keep so volatile a list reasonably accurate by using every source available."

I suppose list maintenance isn't as easy as I thought. My apologies to the publishers—and what's the matter with you agency guys?

NO DEALS, NO SPECIAL OFFERS, NO FIELD MEN



Whether you subscribe for 1 year or for Life
EACH ISSUE COSTS THE SAME
yet **63,696** radio-electronics engineers
spend over one million dollars to read
Proceedings of the IRE...

Proceedings of the IRE

HERE'S A BOLD OLD CONCEPT IN MAGAZINE MERCHANDISING!

Proceedings of the IRE

—the most authoritative magazine in the radio-electronics field—
isn't being sold: it's being bought,
because it is **NEEDED!**

You or your radio-electronics engineers won't receive a folder in the mail, offering 24 issues of *Proceedings* for the cost of 12. No, the big bargain in buying *Proceedings* is simply this: whether you buy one single copy or subscribe for life, the price of *Proceedings* stays basically the same. And still, every month, *Proceedings* averages 500 new subscribers!

That's because IRE fills a need—a hunger for authentic technical engineering information that *Proceedings* has been meeting since 1912. No wonder the Institute of Radio Engineers is now the largest professional organization in the world! Its journal publishes the finest in research; articles that are so far ahead of their time, that years-old issues of *Proceedings* are still being referred to today. Yet, in our swiftly-changing field, engineers feel that they need to check each issue of *Proceedings of the IRE* as fast as it comes out.

This benefits you as an advertiser. Your message stays current much longer. And in just 12 issues, you cover the entire field of radio-electronics, for an entire year. No other magazine can promise you as much!

See how little it costs: \$9,720 for 12 full pages (1961 rate). To buy every issue of a semi-monthly, you would pay \$23,270, and in a weekly, \$46,280. You save up to \$36,560 a year by advertising in *Proceedings*.

And do *Proceedings* readers buy? Here's the proof: in a recent survey, 100% of those interviewed said they have some buying responsibility. That's because *Proceedings* readers are IRE members, and IRE members hold key positions in almost every radio-electronics company!

63,696 radio-electronics readers, plus 15,550 student subscribers—that's the average *Proceedings* readership (ABC) for the six months ending June 30, 1960. Of course, we're way past that already; *Proceedings* circulation figures get outdated almost before they're verified!

Place your message in the magazine that grows with the radio-electronics field; advertise in *Proceedings*!

For full details, call or write to:

Proceedings of the IRE

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606



2284	3782	5677	7782	9432	11082	13010	14623
2309	3790	5688	7802	9439	11110	13025	14633
2325	3808	5707	7812	9455	11126	13031	14541
2338	3815	5717	7830	9462	11152	13054	14567
2357	3829	5724	7843	9474	11164	13079	14586
2373	3846	5755	7860	9488	11195	13088	14591
2386	3860	5769	7867	9511	11213	13112	14608
2402	3872	5783	7886	9527	11242	13121	14605
2435	3891	5797	7993	9536	11296	13133	14616
2448	3927	5808	7904	9549	11342	13146	14633
2500	3988	5816	7924	9579	11366	13164	14646
2518	4008	5826	7930	9606	11367	13177	14680
2525	4029	5843	7945	9626	11381	13193	14671
2532	4049	5864	7961	9633	11416	13213	14686
2533	4076	5870	7980	9657	11445	13230	14708
2542	4087	5876	7996	9699	11468	13237	14718
2578	4102	5888	8011	9709	11491	13248	14734
2587	4113	5898	8032	9724	11514	13255	14746
2621	4144	5912	8040	9733	11532	13294	14758
2633	4157	5915	8096	9764	11558	13296	14765
2652	4175	5919	8119	9776	11569	13309	14771
2657	4198	5943	8143	9791	11582	13332	14795
2665	4270	5954	8151	9805	11586	13356	14804
2673	4359	5971	8164	9811	11612	13366	14818
2681				11633	13386	14837	
2691				11644	13404	14848	
2701				11662	13420	14858	
2711				11682	13432	14872	
2721				11697	13447	14889	
2731				11712	13457	14908	
2741				11718	13470	14923	
2751				11739	13484	14936	
2761				11767	13497	14949	
2771				11806	13511	14974	

CARATS IN FORT KNOX?

No...COUNT OF BUSINESS EXECS AMONG ELKS READERS!

ELKS has the highest percentage of business owners and officials of all men's magazines in the latest Starch Report—33.8%. Only 1 magazine of all 54 surveyed tops ELKS in this category.

Top occupational status accounts for ELKS high median income of \$7176... and explains why ELKS leads more ownership classifications than any other men's magazine.

This unmatched audience of businessmen is reached best by advertising in The ELKS Magazine. Contact your local ELKS representative for details, or write for our booklet—"The ELKS Market."

THE ELKS MAGAZINE

New York, 386 Fourth Ave.
Chicago, 340 N. Michigan Ave.
Los Angeles, 1709 W. 9th St.

ODDS AND TRENDS

Time for a Change?

By Lionel M. Kaufman

The American Newspaper isn't one to change very often. In the years I've known it, only three major changes come to mind: the tabloid, the Sunday supplement (which led to the disappearance of the roto section), and ROP color. May I suggest that it could be getting near the time for a fourth?



It was almost Sunday night supper time, and I was finally getting a chance at that bundle of interest and information on the living-room coffee table, our Sunday newspaper.

Oh, I had sneaked a look at the headlines when I took it in from the front door in the morning. Then came church and Sunday School and a family dinner party. I couldn't wait to get at that reading, which has become a Sunday Experience to me (and, I suspect, to lots of other people). Everything from the news to the ads to the feature sections to the puzzles.

As I thumbed through the various sections, and promised myself that I wouldn't rush through them all today, but would save the less urgent ones for leisurely reading on Monday, Tuesday, Wednesday, etc., a provocative thought came to me.

Saturday Publication?

When will the newspaper world recognize that I'm now on a five-day week? When will they take that king-size edition, with all the extras that they designed for my "day of rest," and allow me to enjoy it thoroughly and leisurely, over my two days of rest?

When will they make Saturday the day for the Big Newspaper?

I realize that some of our daily-except-Sunday newspapers have been trying in various ways to build up their Saturday editions. The *Post* in New York has added various attractions to make Saturday its "Week-End Edition." The *Chicago Daily*

News has carried *This Week Magazine* on Saturdays since that supplement began (and now gets 15 cents for that edition), and four other Saturday papers are now carrying national Sunday magazines. But these are still Saturday newspapers, and the day for the Big Newspaper is still Sunday.

Let's see what would happen if we changed the whole set-up.

Newspapers would be "daily and (or except) *Saturday*." Saturday morning we'd get our Big Newspaper, with two full days to enjoy it. Furthermore, we could shop through the ads, on a day when the stores are open, and we're free to go right out and do something about it. And think what it would mean to the real estate advertiser, for example, if the house-hunter had two full days to respond.

And what would happen to that current headache of the newspaper business, the Saturday edition? In its new Sunday spot, it might at least develop a *raison d'être*. Sunday morning would be the time to read all the Saturday sports results.

Sunday Night Papers

The Sunday evening paper would be a dead fish, of course, just as the Saturday evening paper is today. Maybe some day the publishers will face that fact; give up the Sunday night paper, except when there's good reason for reviving the old "Sunday Night Extra."

Wonderful, isn't it, how a columnist can solve a whole industry's problems over a week-end?



THE AMERICAN ACADEMY OF GENERAL PRACTICE

invites your participation in a new publication

Family Physician

to be issued each month starting in April, 1964

THE PURPOSE OF *Family Physician* is to contribute to the maintenance or restoration of health in the family. Its method is to reach family physicians who do not subscribe to *GP* with scientific articles that appeared earlier in *GP*.

Family Physician will go each month free to 35,000 doctors of medicine who » do not limit practice to a specialty » are in active private practice » are under age 65 » are nonmembers of the Academy.

Now you can pinpoint communications to 61,000 practitioners of general medicine and surgery—America's highest prescribers. Your media are *GP* and *Family Physician*: both published by the organization that speaks for general medicine.

GP representatives
provide details:

CARL L. GOULLAUD, *Sales Manager*
15 Orient Way
Rutherford, New Jersey
201 + WEbster 9-7058

DILLENBECK-GALAVAN, INC.
266 South Alexandria Avenue
Los Angeles 4, California
213 + DUmkirk 5-3991

RICHARD F. KNOTT
7530 North Sheridan Road
Chicago 26, Illinois
312 + ROgers Park 4-5658

DALE WHARTON, *Promotion Manager*
215 Volker Boulevard
Kansas City 12, Missouri
816 + JEfferson 1-0380

NEW!

*Family
Physician*

NEW!

*Family
Physician*

NEW!

*Family
Physician*

NEW!

*Family
Physician*

NEW!

*Family
Physician*

NEW!

*Family
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NEW!

*Family
Physician*

NEW!

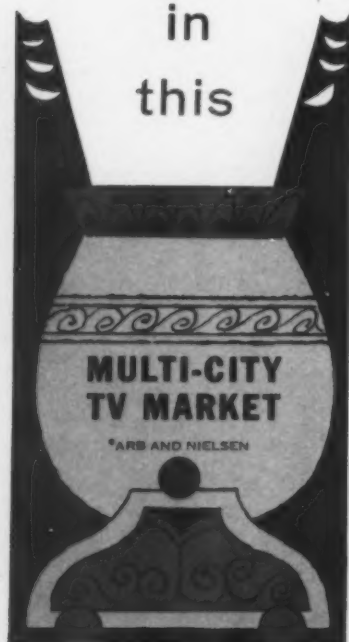
*Family
Physician*

NEW!

*Family
Physician*



audience is
greater than
combined
audience*
of all other
stations
in
this



STEINMAN STATION
Clair McCollough, Pres.



Representative: **MEEKER**

VIEWS ON BROADCAST

Seasonal Buying Difficulties

By Isabel Ziegler



THE TELEVISION BUSINESS renews itself every year in the fall, and even the old-timers feel that they are going into a new business every year.

Many factors contribute to this feeling. Before the new season begins—many months before, as a matter of fact, rumors start flying. These rumors can be generated by the stations, their representatives, agencies, clients, networks, or by almost anyone you care to name who is remotely connected with the television industry. It is rumored that "this" season's programing is going to be the best or the worst. It is rumored that this season is going to shelve one network completely, or put one network far ahead of the other two. It is rumored that availabilities are going to be almost non-existent, or that business is bad and that clients can almost name their positions. All these rumors tend to make for confusion. Some trade publications feature any and all facets of the situation.

As a result, clients start to increase their interest in their fall scheduling, and some even decide to start earlier than usual in order to assure themselves of good availabilities. Stations start to worry if their availabilities are not being snatched up immediately and start pushing their representatives to get them more business. The representatives, of course, transfer this feeling to the buyers, who in turn incite their clients, so that decisions can be made. All of a sudden the "season" is here in full swing amid confusion and without some important working tools.

Buying in the Dark

Because buying is done in advance of the start of the new network lineup, buyers are almost buying in the dark. Network programing has changed or sometimes is even in the process of changing. New shows are added to the line-ups, new clients are

on the air, and old clients are changing their positions. Ratings are non-existent. All these factors can be a nightmare to the buyer who is trying to purchase a good schedule for his client, because everyone of those factors radically affects every decision that he has to make in order to buy just one position.

At a time like this the buyer needs every bit of help he can get and all information that will help him make the right decisions.

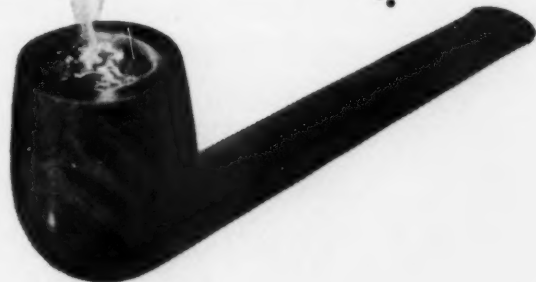
In most agencies, the time-buyer is not involved with buying programing. Consequently, he is not exposed to new shows before they go on the air. Yet, he is entrusted with the responsibility of buying an efficient schedule for this client which must reach the client's best sales prospects. These prospects are generally profiled to him as belonging to certain groups in regard to sex, age, income. Unfortunately, at this time he doesn't have the rest of the jig-saw puzzle to fit into his picture. He just has the titles of new shows and maybe their category (comedy, mystery, western, panel, etc.). He hasn't the advantage of knowing what the general story lines are, how well they are produced, or how often repeats will be involved, or if specials will be slotted into the various time periods.

Who Has the Information?

Someone, of course, has this information. A program department or some group of persons are entrusted with this responsibility within an agency. They devote their time to viewing new shows for possible purchase and for information. At that time the packager or the network gives this information and more in order to try to sell the new properties. All too often this information is used on a limited basis and not circulated to the buying staff as important tools in his work during a most hectic and trying buying time.

**This new
National
Yellow Pages
Service**
lets us sell
our prospects
when they're
ready to buy
...and it's
commissionable!

TELL ME MORE!



Acct. Exec.: Well, when our prospects look in the Yellow Pages, they're not looking for entertainment as in other media. They're ready to *buy*—our product or one of our competitors'. Now we can sell them right at this moment of decision.

ACCT.SUPV.: Fine. But how?

Acct. Exec.: New National Yellow Pages Service lets us put solid selling display ads in any combination of 4,000 directories across the country . . . ads that tie right in with our national consumer campaign.

ACCT.SUPV.: You mean, we can tell them *why* to buy—as well as *where*?

Acct. Exec.: Exactly! Sell them—and send them directly to our nearest outlet.

ACCT.SUPV.: How about all the paper work involved in buying the hundreds of directories we'd need?

Acct. Exec.: No problem. NYPS handles the whole thing with just *one* contact and *one* contract. One monthly bill, too.

ACCT.SUPV.: What was that you said about commissionable?

Acct. Exec.: It's true. The space is subject to agency commission.

ACCT.SUPV.: I'm sold. And I think the client will buy it.

Acct. Exec.: It's so sound he can't afford not to!

NEW

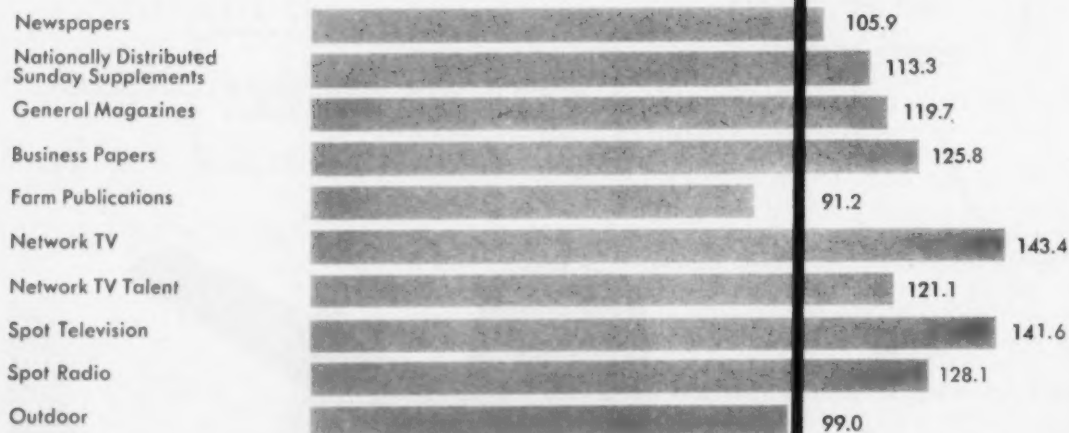


ONE CONTACT
ONE CONTRACT
ONE MONTHLY BILL

For details contact your NYPS representative
through your Bell Telephone office.

Record of National Advertising Expenditures

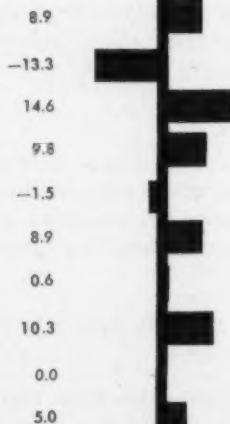
First Half 1960



PER CENT CHANGE 1960 - 1959

first half	\$ Volume 1960	\$ Volume 1959*
Newspapers	\$ 366,663,000	\$ 336,632,000*
Nationally Distributed Sunday Supplements	43,177,000	49,820,000
General Magazines	422,557,000	368,630,000
Business Papers	278,763,000	253,769,000*
Farm Publications	28,197,000	28,626,000
Network TV	336,235,000	308,652,000*
Network TV Talent	198,731,000	197,521,000
Spot Television	315,548,000	286,143,000*
Spot Radio	85,909,000	85,923,000
Outdoor	59,200,000	56,356,000*

* = Revised First Quarter 1959 Index

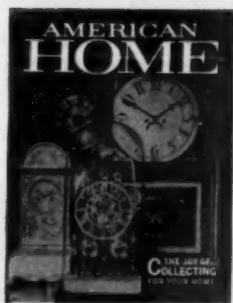


Prepared exclusively for MEDIA/SCOPE by J. K. Lasser & Co. SOURCES: Newspapers: Media Records, Inc. Supplements: Publishers Information Bureau. General Magazines: Publishers Information Bureau. Business Papers: J. K. Lasser & Co. Farm Publications: Farm Publication Reports, Inc. Network Television: NABAR reports from Television Bureau of Advertising. Spot Television: Television Bureau of Advertising. Spot Radio: Station Representatives Assn. Outdoor: Advertising Inc. Network TV talent and production: MEDIA/SCOPE.

Data on radio, direct mail, point-of-purchase, transportation, and other media not available quarterly on an adequate basis.

AD ORDERS ON HAND

for the first quarter of '61 point to a banner year for American Home. There's a walloping 34% more space on order right now than at this time last year. The list of new and renewed accounts reads like the blue book of the marketing community. How come the big hand from advertisers? Chalk it up to American Home's new bold graphic approach, its new youthful vitality, its new wealth of bright ideas on building, decorating, meal planning and gardening. No wonder latest ABC figures show American Home outdistancing almost all other mass magazines in rate of newsstand growth!



A CURTIS MAGAZINE READ BY 12,000,000
MEN AND WOMEN WITH A
CONSUMING INTEREST IN THE HOME.

ly for
J. H.
RICES:
a Rec-
oments:
nation
Maga-
Inter-
stiness
& Co.
Farm
& Inc.
LNA-
Tele-
Adver-
vision:
su of
Radio:
tation
outdoor
network
action

er 1960

Metalworking in the West

**Its major segments: Aircraft - Electronics
Missiles - Automotive - Machinery**

One publication, **WESTERN METALWORKING**, separates the "buyers" from the "non-buyers" in a Qualified Circulation Plan which has been operating successfully for 18 years.

THE QUALIFIED CIRCULATION PLAN—Over 60 of the most successful manufacturers and distributors selling this market cooperate in this Circulation Plan and PROFIT BY IT. They supply us with their confidential lists of prospects and customers whom they know to have authority and influence in purchase decisions. This is limited to firms that are selling metals, machinery equipment, industrial supplies and components to warehouse, aircraft, electronic, missile and automotive industries in the 13 Western States. Each new reader, before being added to our list, is notified that he is to receive a courtesy subscription from the firm supplying his name and is asked to confirm not only his company, title and address, but also his desire to read WM. Each list is sent back to its source once a year for review so that names no longer of interest to the advertiser can be dropped and new ones added. This is in addition to the normal daily changes required for maintaining our circulation.

60 ADVERTISERS PARTICIPATE IN WESTERN METALWORKING'S REQUEST CIRCULATION PLAN

Air Reduction Pacific Co.
Ajax Electric Company
Allegheny Ludlum Steel Corp.
Allied Supply Company
American Platinum Works
Ampco Metal Inc.
Apex Smelting Company
Armco Steel Corp.
Bliss & Laughlin Inc.
E. W. Bliss Company
Borrmann Steel Company
Brasco Metals Inc.
E. Jordan Brookes Inc.
Burton Silverplating Co.
Calstrip Steel Corp.
A. M. Castle & Company
Chase Steel & Supply Co.
Columbia-Geneva Steel
Div. USS
Copperweld Steel Company
The Diversy Corp.
Drake Steel Supply Co.

Ducommun Metals & Supply Co.
Eastern Stainless Steel Corp.
Electric Steel Foundry Co.
Eureka Metals Supply Co.
Fabriform Metal Products
General Metals Corp.
General Petroleum Corp.
Hooker Chemical Corp.
Howard Supply Company
Jones & Laughlin Steel Corp.
Earle M. Jorgensen Company
Maas-Hansen Steel Corp.
Metal Control Laboratories
Metallurgical Consultants Inc.
Mueller Brass Company
National Screw & Mfg. Co.
National Supply Company
NeeBars Inc.
Oakite Products Inc.
Pacific Scientific Company

Pacific Tube Company
Production Heat Treating Co.
Reliance Steel & Aluminum Co.
Republic Steel Corp.
Republic Supply Company
Reynolds Aluminum Supply Co.
Russell, Burdiss & Ward
Bolt & Nut Co.
J. T. Ryerson & Son Inc.
Sierra Drawn Steel Corp.
Southern California Gas Co.
Standard Oil Co. of California
Superweld Corp.
Triangle Steel & Supply Co.
Uddeholm Co. of America Inc.
United States Steel Corp.
Universal Molding Company
Van Huffel Western Corp.
Washington Steel Corp.
Ziegler Steel Service Corp.

94.09% VERIFIED BY RECIPIENT—Our June 1960 B.P.A. Publisher's Statement shows the highest rating of any western industrial publication.

This plan eliminates waste for the advertiser who wants his advertising to reach the Metalworking Industry in this Western territory.

98.36% ADDRESSED TO INDIVIDUALS by name and title, according to June 1960 B.P.A. Publisher's Statement. No other western industrial publication can equal this excellence in list maintenance.

Put your advertising dollars to work at lowest cost per thousand for coverage of the **MEN** and **INDUSTRIES** you need to sell. Many advertisers are doing so now!

Write for new booklet, "Which Western Industrial Publication is Read Most in the Fastest Growing Metalworking Market?"

Western Metalworking

2035 Miramar St., Los Angeles 57, Calif.

Eastern Bernard Lane
Sales Office: 489 Fifth Ave., New York 17
Phone: MUrray Hill 2-2492
A JENKINS PUBLICATION



Media/trends

TvB's REWARD offer for television research ideas is just one item in a flurry of efforts in this area.

A questionnaire on brand awareness, attitude, and buying habits, sent out last month by TV-Q will be followed next month by the firm's regular program questionnaire, sent to the same housewife panel. Object of the exploratory study is to relate product use and attitudes to program viewing and attitudes, stressing new brands and new network shows. Five agencies are cooperating in the study.

Another research company, Audits & Surveys, has started a new service, TV Commercial Reports. These will give a continuing measurement of recall of brand names and of commercials, their sales points, and their "main ideas and feeling." Interviews, covering commercials on most present nighttime network schedules through March, also probe respondent opinions on interest and sales effectiveness of the 1,000 different commercials being studied.

* * *

The Univac is being brought into play on the reader service front. Marketing Management Associates, of Ridgefield, Conn. is ordering one of the electronic computers, the faster to process bingo cards for its publisher clients. Firm will also use Univac for readership studies and market research.

* * *

Latest advertiser to supply color mats to retailers is the American Lamb Council. According to *NARCUS Bulletin*, reporting an upswing in use of color in newspaper food pages, one Chicago chain achieved "fantastic sales results" using the free Lamb Council mats. Color mats led to an 800 per cent increase in carcasses sold over a normal week.

* * *

Add to your list of newspapers with Continuity-Impact-Discount rate plans the *Levittown Times* and *Bristol Daily Courier*, combination evening dailies servicing Lower Bucks County in Pennsylvania. The plan will provide "same considerations for earned rate discounts to national advertisers as to local advertisers," according to Murray C. Hotchkiss, co-publisher.



The Art of Balance

... The Knight fell heavily on the top of his head exactly in the path where Alice was walking.

"I hope no bones are broken?"

"None to speak of," the Knight said ... "The great art of riding, as I was saying, is—to keep your balance properly ..."

Proper balance in direct selling and advertising is important, too! Publications used to carry your sales message should be in tune with your sales objectives and markets.

Rather than detail here a *wonderland* of superlatives or a *numberland* of statistics, we ask you to take the time to talk to your PRODUCTION representative—or write us direct for details on how PRODUCTION can help you.

You'll be *impressed* with the exciting "firsts" and "onlys" in circulation policy, the challenges made regarding readership, and the effective balance of market penetration!

PRODUCTION is probably the most effective industrial magazine in America today. It can prove to be an exciting supplement to your direct sales efforts in 1961—and at no increase in cost!

PRODUCTION

the magazine of manufacturing

Bramson Publishing Company, Box 1, Birmingham, Michigan



If king-size billings are your aim in America's largest market, you need WPAT . . . Metropolitan New York's reigning good music station. The long and the short of it is simply this: WPAT gets results. That's why tobacco products advertising alone has increased more than 348% in only three short years on our station and that's only one of the many advertising categories that has shown record-breaking gains on WPAT. The reason? We smoke out listeners in 31 counties throughout New York, New Jersey, Pennsylvania and Connecticut . . . an area where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes. America's leading tobacco men know it. Among them, count the men who make and market *Benson & Hedges, Camels, Chesterfields, Dukes, General Cigars, Hit Parades, Kents, L & M's, Lucky Strikes, Newports, Oasis, Old Golds, Pall Malls, Parliaments, Tareytons and Winstons*. In the past three years, all of them have found out that Greater New York's best drawing station is WPAT . . . the station with the aroma of success.

**WPAT
&
WPAT-FM**

TRENDS IN NATIONAL NEWSPAPER ADVERTISING

SEPTEMBER AND FIRST NINE MONTHS 1960 vs 1959

	SEPTEMBER vs 1960 % 1959 Gain or Loss		FIRST NINE MONTHS vs 1960 % 1959 Gain or Loss	
	% of Total		% of Total	
GENERAL				
Alcoholic Beverages	+1.2	8.9	+1.7	8.4
Foods	*	14.6	*	13.8
Baby Foods	*	0.3	*	0.3
Baking Products	*	2.9	*	1.7
Beverages	*	2.1	*	2.5
Cereals and Breakfast Foods.....	-67.6	0.3	-30.8	0.4
Condiments	+5.1	1.3	+0.6	1.1
Dairy Products	-0.1	1.8	-15.3	1.8
Frozen Foods	*	0.8	*	1.1
Meats and Fish	*	1.4	*	1.2
Industrial	-18.4	2.6	-23.2	2.4
Insurance	-12.3	1.6	-0.4	1.6
Medical	-18.6	2.4	-6.8	2.3
Public Utilities	-10.7	3.3	-1.3	2.6
Publishing and Media.....	*	11.4	*	8.8
Radio, TV and Phonographs.....	*	1.5	*	1.0
Sporting Goods, Camera and Photo Suppl.	-21.3	0.5	+24.0	1.1
Tobacco	-17.8	4.5	-31.1	4.1
Toilet Requisites	+15.2	3.4	+12.4	3.3
Dentifrices	-21.6	0.2	+28.1	0.4
Men's Toiletries	*	1.0	*	0.7
Perfumes and Cosmetics	*	1.3	*	1.3
Toilet Soaps	-50.8	0.3	-56.2	0.3
Transportation	-1.6	10.3	+1.1	10.7
Airways	-11.5	6.2	-1.7	7.0
Bus Lines	+320.8	1.2	+67.6	0.6
Railroads	-32.1	0.9	-15.4	0.9
Steamships	-1.3	1.2	+5.2	1.1
Tours	+16.6	0.6	+13.1	0.8
Wearing Apparel	+8.7	2.6	+13.9	1.3
TOTAL GENERAL	-8.3	79.3	-4.5	75.8
AUTOMOTIVE				
Gasolines and Oils	-46.3	1.4	-21.0	2.3
Passenger Cars—New	+5.6	11.5	+7.3	13.8
Tires and Tubes	+15.0	1.0	+2.0	1.6
Trucks and Tractors	-16.7	0.7	-13.6	0.3
TOTAL AUTOMOTIVE	-3.0	20.7	+4.0	24.2
TOTAL GENERAL AND AUTOMOTIVE	-7.3	100.0	-2.6	100.0

*New or adjusted Classifications in 1960, no direct 1959 comparisons available.



A POWERFUL ADVERTISING PACKAGE

BEAUMONT ENTERPRISE
AND JOURNAL

DALLAS TIMES HERALD

FORT WORTH STAR-TELEGRAM

HOUSTON CHRONICLE

San Antonio Express
AND NEWS

SELLS THE VITAL TEXAS MARKET!

5 GREAT TEXAS NEWSPAPERS IN TEXAS' 5 DOMINANT CITIES

COVER 153 COUNTIES DAILY

874,260 CIRCULATION

AT DISCOUNTS TO 23%

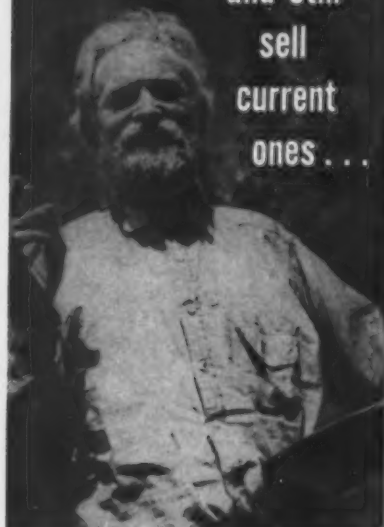
ONE ORDER-ONE BILL-ONE REPRESENTATIVE

THE POINT OF DECISION • THE AREA OF INFLUENCE

CORPUS CHRISTI CALLER AND TIMES (OPTIONAL)

SEE YOUR BRANHAM MAN FOR DETAILS

How you can
"prospect" for
new markets
and still
sell
current
ones...



... it's as easy and productive as panning in Fort Knox! Put your product story before the readers of **INDUSTRIAL EQUIPMENT NEWS**. There are nearly 80,000 of them... important, multi-functional executives from all phases of U.S. industry... from more than 40,000 plants representing more than 4/5ths of the gross national product!

With circulation like this — an exclusive circulation built on Thomas Register's continuing census of U. S. business and businessmen — you reach *all* U. S. markets for your products, *including* the ones you now sell and hope to sell in the future.

You owe it to yourself to get all the facts on this exciting, resultful medium — and you can: just ask for our latest Media Data File.



IEN

good for selling
... because it's
used for
buying!



INDUSTRIAL EQUIPMENT NEWS

461 Eighth Avenue, New York 1, N. Y.

Thomas Publishing Company
Affiliated with Thomas Register

VIDEODEX NATIONAL RATING ANALYSIS

Sept. 6 - Sept. 12 — Top Five Programs Daily*

Show Rating Network Sponsor

SUNDAY

1. Ed Sullivan	24.6%	CBS	Colgate
2. What's My Line?	23.4	CBS	Sunbeam
3. Loretta Young	22.7	NBC	Warner-Lambert
4. G. E. Theatre	20.7	CBS	General Electric
5. Alfred Hitchcock	18.6	CBS	Bristol-Myers

MONDAY

1. Father Knows Best	24.3%	CBS	Lever Brothers
2. Celebrity Talent Scouts	21.1	CBS	General Foods
3. Spike Jones	20.2	CBS	General Foods
4. Peter Gunn	19.6	ABC	Bristol-Myers
5. Cheyenne	19.2	ABC	Beecham, Procter & Gamble, American Chiclé, Ralston, Johnson & Johnson

TUESDAY

1. Comedy Spot	22.4%	CBS	S. C. Johnson
2. Olympic Games	22.0	CBS	Kent, General Mills, Sandran, Burgermeister, Whitehall, Bristol-Myers
3. Wyatt Earp	21.7	ABC	General Mills
4. Diagnosis Unknown	20.8	CBS	Plymouth, S. C. Johnson
5. Rifleman	20.4	ABC	Ralston

WEDNESDAY

1. Wagon Train	25.7%	NBC	Ford, Nabisco, Salem
2. I've Got a Secret	24.4	CBS	R. J. Reynolds
3. U. S. Steel Hour	21.8	CBS	U. S. Steel
4. Price Is Right	20.7	NBC	Lever Brothers
5. Olympic Games	20.1	CBS	General Mills, Sandran, Kent, Burgermeister, Whitehall, Bristol-Myers

THURSDAY

1. Untouchables	24.9%	ABC	Beecham, Carnation, Whitehall, Armour
2. Real McCoys	21.7	ABC	Procter & Gamble
3. Zane Grey Theatre	20.5	CBS	S. C. Johnson
4. Silents Please	19.1	ABC	Sustaining
5. Olympic Games	18.5	CBS	Bristol-Myers, Whitehall, Burgermeister, Sandran, General Mills, Kent

FRIDAY

1. 77 Sunset Strip	25.1%	ABC	American Chiclé, American Home, Beecham
2. Disney Presents	21.6	ABC	Scripto, Canada Dry
3. Twilight Zone	20.7	CBS	Kimberly-Clark
4. The Detectives	18.0	ABC	Procter & Gamble
5. Wichita Town	17.1	NBC	Alberto Culver

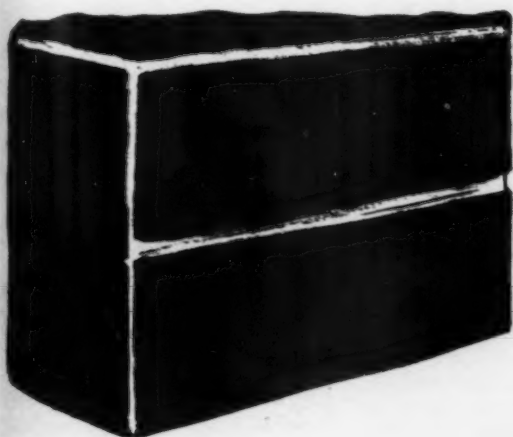
SATURDAY

1. Miss America	34.6%	CBS	Toni, Oldsmobile, Philco
2. Have Gun, Will Travel	27.0	CBS	Whitehall
3. Perry Mason	23.2	CBS	Sterling Drug, Parliament, Gulf Oil, Hamm Brewing
4. Wanted Dead or Alive	21.6	CBS	Brown & Williamson
5. Olympic Games	20.7	CBS	Sandran, Burgermeister, Kent, General Mills, Bristol-Myers, Whitehall

*—Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.

Interview: Gene Fitzgerald

Penick & Ford Advertising Manager tells why he chooses
WLW TV Stations and WLW Radio for My-T-Fine Puddings and Swel Frosting Mix



"The WLW Stations take the cake for offering advertisers the big 3 in broadcasting —PROGRAMMING, AUDIENCE, PROMOTION!"



"This programming has helped give us a mighty fine position in the market and the loyal program audience helps create a loyal brand consumer."



"And for the cherry on the cake, we welcome the Crosley Stations practical promotion and merchandising help."

Call your WLW Stations' Representative . . . you'll be glad you did! The Dynamic WLW Stations

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton

WLW-C
Television
Columbus

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta



Crosley Broadcasting Corporation a division of **Arco**

Audits & Surveys Company. The decrease in number of retail stores in the last 10 years is measured in the "Seventh National Sample Census of Retail Distribution." A decline of 4 per cent is estimated for retail outlets of all kinds in 10 years, with food stores (the largest category) showing the greatest reduction. Number of food stores fell to 332,490, a 34 per cent drop, in the last 10 years. The trend to fewer stores with larger volume continues, especially in the food field. Data are drawn from a probability sample of 31,555 retail and service establishments. They cover the following retail categories: food, eating and drinking, gasoline service stations, drug, cigar, furniture, furnishings, household appliances, apparel, gift and jewelry, lumber, building materials, hardware, stationery and office supplies, and farm and garden.—A.

Outdoor Life, Sports Afield, and Field & Stream. These three publications jointly financed a "Subscriber Duplication Study." This study, done by Richard Manville Research, Inc.,



is comparable to a similar study made in 1954 by Workman Service, Inc. Study shows that 92.4 per cent of the subscription lists of the three magazines is completely unduplicated; and that only eight-tenths of 1 per cent of subscribers received all three magazines. Study was based on systematic random sample of subscribers' lists of the magazines. The previous study showed almost the exact same absence of duplication (91.4 per cent of subscribers got only one of the magazines in 1954) in spite of combined total circulation gains.—B.

Avery-Knodel, Inc. "Albuquerque—It Grows As It Goes" is a market description based on available data, and an analysis of KOAT-TV's coverage of the area. Comparisons show growth of this market compared to other areas, in particular nearby markets in Texas. Included is information on major industries in region, working hours, leading grocery and drug chains, nights open, heaviest shopping days.—C.

Electrical Equipment. Report shows the extent of use of various electrical products in two markets separately: the electrical original equipment and the industrial electrical markets. It further analyzes these markets in terms of the job functions of the men responsible for selection and specification, and the degree of use by various industrial groups, following Standard Industrial Classifications breaks. All of these data are compiled from questionnaires sent to every tenth name on the circulation list of *Electrical Equipment* by Sutton Publishing Company. They are based on replies received from 23.7 per cent of recipients of this publication. The study covers 67 products that fall within the broader categories of components, motors, wire and cable, control devices and systems, and instruments.—D.

Edward Petry & Company. Time of day at which blue collar workers are going to and from work in major industrial centers is analyzed by the Petry promotion department, in report titled "Shift Time Radio." Specific shift times are given for Atlanta, Detroit, Dallas-Ft. Worth, Houston, Sacramento, Little Rock, Milwaukee, Minneapolis-St. Paul, Norfolk, Omaha, Tulsa, Spokane, Chicago, Portland, Miami, Philadelphia, and Tampa-Orlando. For example, the report shows for Houston that between 2:30 and 3:30 P.M. 30 per cent of industrial workers are coming on the job and 60 per cent going off; between 10:30 and 11:30 P.M. 10 per cent start work, and 30 per cent end work. Purpose of the report is to suggest

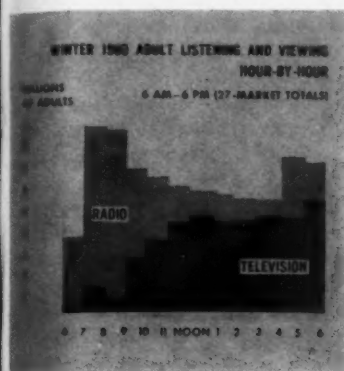
these times as the most likely in which to reach blue collar workers through car radios.—E.

The Philadelphia Bulletin. Detailed analysis of daily newspaper readers is contained in "Follow the Leader Fact Book," reporting a survey made for *The Philadelphia Bulletin* by National Analysts, Inc. in February and March 1960. Data show adult (18 years and over) readers in telephone homes only, developed from completed telephone calls to 5,031 telephone households. Data are reported separately for Greater Philadelphia (14 counties), Suburban Philadelphia (13 counties), Metropolitan Philadelphia (8 counties), and for the one county comprising the City of Philadelphia. Shown are numbers of adults in telephone homes, numbers reading the *Evening Bulletin*, the *Morning Inquirer* and the *Daily News*, and numbers reading various combinations of more than one newspaper. Also shown are similar breakdowns of adult readers within the group that are *Evening Bulletin*



readers, and breakdowns of male and female readers separately. According to this survey, Philadelphia daily newspapers are read by 78 per cent of adults in telephone homes in the City and 62 per cent in the Suburban Area.—F.

Radio Advertising Bureau, Inc. Comparisons with television during radio's strongest hours are lined up in the "Study of Radio's Adult Audience Penetration Compared With



TV." Study is based on Pulse audience measurements of the two media in 27 metropolitan markets. Number of adults reached hour by hour 6:00 A.M. to 6:00 P.M. in winter 1960 are given for both radio and TV. A similar study was made in winter 1958; and comparisons of the two are included. According to RAB, the comparison shows that radio has increased its edge over TV in hourly adult audience in the six-to-six daytime periods by 6.5 per cent in the average hour, while the proportion of adults in the TV daytime audience has decreased.—G.

American Management Association. One-sheet report shows intentions of 400 corporations representative of U. S. industry toward development of new products and new processes. An average of 10.7 per cent more is being invested in this area in 1960 compared to 1959. Report gives the increase or decrease for 26 broad industry classifications.—H.

Parents' Magazine. Use and frequency of use of 200 food and household products is tabulated in "Consumption and Use Study of Foods and Home Products," for subscribers to Parents' Magazine only. Information was secured by Parents' Institute, Inc., from four questionnaires sent to

groups of 1,000 subscribers each. Data show per cent of homes using each type of food, per cent of homes that have food on hand, frequency of serving, and for some foods age groups within the family to whom served (by four different age groups). Because a purpose of the study was to determine the extent to which presence of children extends food consumption, the age group breaks were: adults over 18; children 10-17; children 2-9; children under 2. Typical of the detail in data made available is this on raisins: used in 88.7 per cent of Parent's Magazine households; on hand in 72.7 per cent of these households; served to adults 10-19 times a month in 7.2 per cent of the homes; served to children aged 10-17 at same frequency 10.8 times a month.—I.

Good Housekeeping. Americans are regular dessert eaters, according to "The Dessert Survey," a Good Housekeeping Consumer Panel Report. It says that its panel of subscribers, replying to a questionnaire, serve a wide variety of desserts, with an attempt made by some to serve "low-calorie" desserts. Among those replying, 70 per cent serve desserts on a regular basis, 25 per cent try to serve "low-calorie" desserts, and 10 per cent serve "diabetic" (sugar-free) ice cream. Data shows frequency of serving winter and summer separately, method of serving (as fruit in gela-

tine), flavors of ice cream, homemade vs. frozen, etc. in baked goods, desserts served only to children, and other specific uses. Lack of difference in extent of serving winter and summer are among surprises in this report, although once-a-week frequency for serving fruit in the summer goes up from 71 per cent of families to 81 per cent and ice cream or sherbet from 61 per cent to 77 per cent. The 86 pages in report include 27 pages of verbatim comment by Good Housekeeping Panel members.—J.

Wildrick & Miller, Inc. "Fewer, Larger, Richer" refers to and describes 2 million U. S. farms that produce 90 per cent of our food, feed, and fiber, with stress on 600,000 that yield 60 per cent. Some of the facts: Today's average farm covers 270 acres, compared to 215 in 1950, and represents capital value of \$43,000, five times its value in 1940. Farm families' average income in 1959 was \$9,978, or 50 per cent above that of the average U. S. family. U. S. farmers spend \$26 billion a year for production goods; another \$16 billion for consumer goods. Since 1950, farmers' productivity per man hour has climbed three times faster than that of the industrial worker—so much so that while farm size increased by a fourth, the farm labor force has declined by a third.—K. ■

WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17.

Circle letter of reports wanted: A B C D E F G H I J K L M N O P Q R S T.

Your Name and Title: _____

Company: _____

Address: _____

11



COMBUSTIBLES & ILLUMINANTS

Advertisers who want to kindle interest among Metropolitan New York's millions and ignite sales in America's largest market know that all roads lead to WPAT. Serving listeners throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut is the business of our station and the men who make and market America's leading gasoline and oil products know this kind of service means sales. That's why there's been a cracking 477% increase in this category alone in only three short years on WPAT. Motor oil, fuel oil, gasoline, by-product or any product, WPAT gets results. Drive the direct route to America's most densely populated market. Follow the signs. Follow the lead of advertisers like these: *American Oil, Atlantic Refining, Cities Service, Crown Petroleum, Esso Standard Oil, Gulf Oil, National Carbon, Oil Heat Council of New Jersey, Shell Oil, Sinclair Refining, The Texas Company and Tidewater Oil.* They're only a few of the many leading makers who, in the last three years, have advertised on WPAT . . . the station with the spark of success.

**WPAT
&
WPAT-FM**

PROMOTIONS AND PRESENTATIONS

Electronic Equipment Engineering's two-color "Design Activity Sales Control Map" places each state at a glance into one of five categories, depending on percentage of electronic design activity carried out. Each state's exact percentage of design activity is listed twice—once on the map, and again in a table with blanks for you to fill in with your own share of state-by-state sales and promotion coverage, if you sell to the electronic original equipment market. Map can be used in same way for any one of 48 different electronic products, in conjunction with the publication's "Sixth Annual Survey of Electronic Original Equipment Manufacturers." One copy free to electronic manufacturing executives; \$1 to all others.

WLW, Cincinnati. Another map, this one a mail map locating every county in the U. S., shows in color which counties accounted for mail to the radio station during a five-weeks' period early this year. Various colors relate mail pull per thousand population against that "produced by the leading network television program during a period of four consecutive weeks." More than 110 counties in four states are shown as "primary" counties, from which WLW received at least twice the mail per thousand pulled by the TV show.

Marathon, a division of American Can Co., and pioneer in pre-printing Hi-Fi color advertising, announces availability of its advice on Hi-Fi to advertisers in a booklet outlining the basics of this use of newspaper space. "How to Put Full Color Power into Newspaper Advertising" says Hi-Fi costs can be determined from space rates of newspapers used, estimated cost of rotogravure positives and printing cylinders, and total number of advertisements to be pre-printed, based on total gross circulation of newspapers used, plus "safety allowance for press room paper loss and other factors." Marathon says it has the most up-to-date information anywhere on mechanical requirements, printing and delivery schedules, and varying seasonal and daily press runs in relation to Hi-Fi production, for papers all over the country. Booklet stresses the lack of special mechanical

problems in running Hi-Fi color, but warns that eight weeks' production and delivery time is required from receipt of finished art work to first insertion date.

McCall's has adapted its editorial bold look to a bold new look in its wide-screen promotion, "Pages That Sell." In this slide presentation it extolls the sales power of not only *McCall's*, but also of two competitors in the women's service field, *Good Housekeeping* and *Ladies' Home Journal*. Although in this promotion *McCall's* shares the spotlight with the two competitors named, the presentation is highly competitive with all other media, the purpose being to create the idea that women "surround themselves in a wall of selective disinterest" to all other advertising except that in these three magazines where, according to the *McCall's* narrator, "advertising pages and editorial pages combine to satisfy women's desire to know."

Television Bureau of Advertising. Key tables from TvB's "How to Reach People" are now on one piece of accordion-folded paper dubbed "TvBasics." The 16 tables give data from time spent viewing per average home per day (five hours, two minutes) to TV's cost per thousand compared to other media for every year since 1950 (—65 per cent for nighttime network and —40 per cent for spot, against pluses for other media . . . although the drop in cpm for both segments of TV has levelled out since 1957).

Suburbia Today. "Profits from Tie-in Advertising" tells newspapers "how creative selling can add lineage" and loosen some of the "tremendous sums of untapped co-op dollars" by tie-ins with national advertising and editorial from the supplement. *Suburbia Today* helps with an incentive campaign for newspaper space salesmen based on a prize catalog, and mailings to retailers, jobbers, and distributors, as well as to newspapers, previewing each issue's editorial with an eye to tie-ins. Booklet reprints ABC reports, testimonials from newspaper advertising managers, and scores of tie-in advertisements themselves to demonstrate the point. ■



Very special delivery...

right to your product doorstep!

Every key prospect in the shoe business...

delivered by the Recorder...prepared

to listen...pre-disposed to buy. The men

who count, count on the Recorder for

up-to-the-minute know-how, know-what and know-where.

It has the stamp of authority, the asset of attention.

the one that tells 'em is the one that sells 'em

BOOT and SHOE Recorder

A CHILTON  PUBLICATION

THE NIGHT THE PLUMBER CAME TO DINNER



By Gene Waggaman

Promotion Director, Macfadden Publications

Social class distinctions not only exist; they influence consumer buying behavior.

The plumber's pretty wife was miserable. All through dinner she had strained to make conversation with the charming wife of their host. Across the table, her usually ebullient and articulate husband seemed to be having an equally difficult time talking to the young junior executive who, on impulse, had invited them to dinner in appreciation of a tough job well done by a near neighbor in the same housing development.

Why was it that these two couples, both young and attractive, both in the early years of marriage and child-rearing, both, in fact, roughly equal in economic status . . . why was it that they could find so little in common to discuss, once "the job" and "the children" were covered?

The answer, baldly, lies in their social class placement: The plumber and his wife belong to the Wage Earner, working class; the other couple move in white collar, "executive family" social circles. And, in habits, living style and personal associations, these two social groups follow graphically different patterns. For—as penetrating studies made by Social Research, Inc., have clearly shown—background, origin, education and a plethora of social mores rise like an invisible wall to separate people into different social classes, even into distinctly separate markets for consumer products.

Talk to the plumber's wife, and you quickly find that she holds the traditional working class point of view that whereas his job is solely her husband's responsibility, it's strictly up to her to manage their house and their children. She'll tell you that it's her man's job to *earn* the family money, but it's her special duty to manage and spend it wisely. In fact, her buying decisions are almost always unilateral—and final!

The executive's wife has a different approach. She not only acts as her husband's "social secretary," but also is convinced that the success of both her marriage and her husband's career depends upon her ability to keep up with her husband socially. In return, she expects her husband to share actively in helping with the children and the house. Too, she is used to shared responsibility in money matters—her husband handling savings, investments and insurance, she being family purchasing agent, subject to limitations of authority on expensive purchases.

Interestingly, these two young women handle their

budget money in revealingly different ways.

The executive's wife deposits the money in her bank and simply writes checks as she needs them. She is not especially awed by having abstract figures represent her wealth.

The plumber's wife prefers her budget money in concrete dollars and cents. In fact, she has a budget-book, with compartments for rent, utilities, marketing, entertainment, etc. Not only does this bank give her a vivid statement of her current purchasing power, but also, upon occasion, it much more dramatically commands "go easy 'til next payday" than does a nearly red bank balance!

Even the reading habits of the two women differ. The women's service magazines, the generals, the weeklies, bi-weeklies and shelter magazines are in the province of the executive's wife. By contrast, the plumber's wife finds little to interest her in these publications, and thus, largely rejects them. Instead she is devoted to magazines like *True Story* or *True Romance*, which are edited with her specific needs and wants in mind.

There are many more contrasts that divide the two major social groups in our country sharply. From a business standpoint, it is of urgent importance that the executive recognize the fact that his own higher social class mores are not necessarily the universal desideratum . . . that other people may, and do, have different cultural symbols and aspirations.

It is equally urgent that the executive acquire a much more detailed knowledge of the millions of women like the plumber's wife, who comprise one of America's largest and most lucrative markets.

For, whether the plumber and his wife come to dinner in the executive's home or not, they and their fellow Wage Earners wield an enormous influence—both immediate and long-term—on the sweep and direction the executive's sales curve takes!

The findings of Social Research, Inc.'s studies are available in three brochures: "The Invisible Wall," "The Familiar Stranger" and "The Golden Triangle." Write Dept. MS-3 or call TRUE STORY WOMEN'S GROUP, 205 East 42nd Street, New York 17, N. Y.

Media/scope's

Advertising Cost Index

Reported by Media/scope's Research Department

Ad Rate Changes:

September 1959 to September 1960

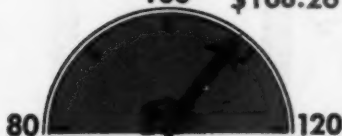
100 \$105.13



Business Publications

To repeat an average business publication advertising campaign of September 1959 in September 1960, the advertiser had to allow \$105.13 for every \$100 spent for space a year ago. Circulation rose one per cent and cost-per-thousand increased 4.3 per cent.

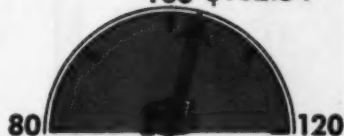
100 \$108.26



Consumer Magazines

For every \$100 invested in space in a typical consumer magazine advertising campaign in September 1959, the advertiser had to add \$8.26 to duplicate this schedule in September 1960. Circulation went up 4.45 per cent while cost-per-thousand rose 3.65 per cent.

100 \$102.54



Daily Newspapers

On the average, national display rates of daily newspaper increased 2.54 per cent between September 1959 and September 1960. At the same time cost-per-million circulation rose approximately 2 per cent, while total circulation went up less than 1 per cent—only 0.6 per cent.

100 \$104.60



Spot Radio

In September 1960 the typical national spot radio campaign cost the advertiser \$104.60 for time, compared to \$100 for the identical schedule in September 1959. A year ago in September 1959 spot radio national rates were 1 per cent above the September 1958 rates.

100

\$108.86



Spot Television

The advertiser's \$100 allocation for national spot television time in September 1959 increased to \$108.86 by September of 1960. This rise of almost 9 per cent in national spot TV rates compares with an increase of 13 per cent between September 1958 and September 1959.

Note: in all meters \$100 = unit cost for September 1959

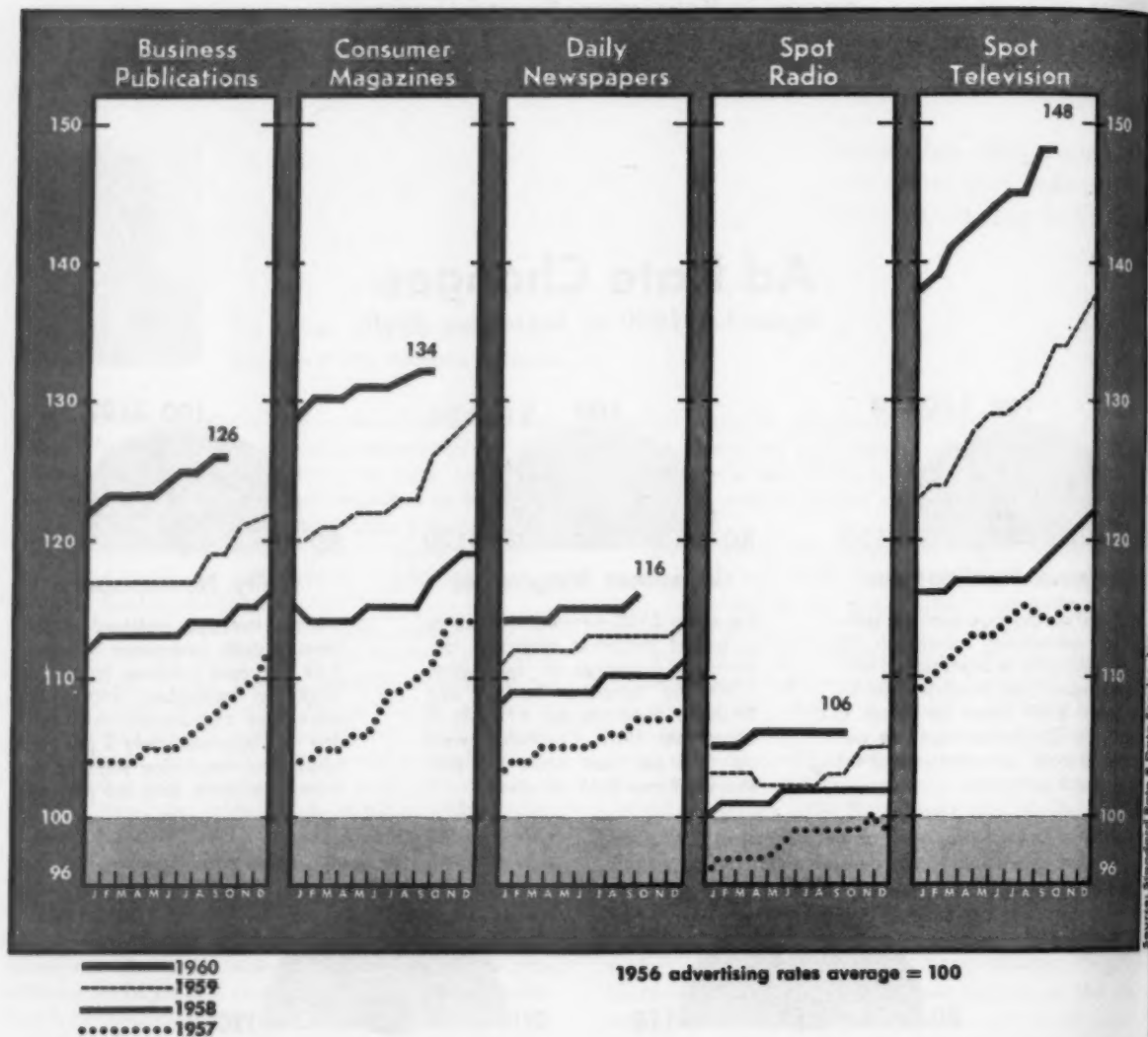
Source: Standard Rate & Data Service, Inc.

Charts and meters may not be reproduced without written permission.

Media/scope, November 1960

Ad Rate Indexes:

Long-term Trends



Business Publications

In September 1960 business publications space rates were 26 per cent higher than during 1956. Business publication circulation was 14 per cent above the 1956 base, and cost-per-thousand circulation was 10 per cent higher.

Consumer Magazines

Page rates in a typical consumer magazine advertising campaign were 34 per cent higher in September 1960 than during the 1956 base period. Both circulation and cost-per-thousand circulation were above the 1956 levels—16 per cent in each case.

Daily Newspapers

Since May of this year, daily newspaper national display rates have remained relatively constant at 15 per cent above 1956 levels. In September 1960, newspaper rates

had inched upward to 16 per cent above 1956 rates. Circulation had increased 3 per cent during this same period.

Spot Radio

To duplicate a national spot radio advertising campaign of 1956 in September 1960 the advertiser's cost for time had increased slightly more than 6 per cent. Spot radio time rates had remained at this level since June of this year. Prior increases occurred in October 1959.

Spot Television

During the first half of 1960, spot television rates climbed steadily. During the early summer months there was a brief leveling off period, but rates rose sharply again in August. During September spot television rates had leveled once again.

AMERICA'S TEEN-AGE MAGAZINE

NOVEMBER 1960

seventeen

PARTYLINE,
U.S.A.

WHO's cool
WHAT's hot
WHY it rates—
and why not

WHEN's curfew
WHERE's the fire
HOW to be
a live wire

*Biggest
November issue
in 14 years!**

*AD LINAGE UP 13.7% OVER NOVEMBER 1959!

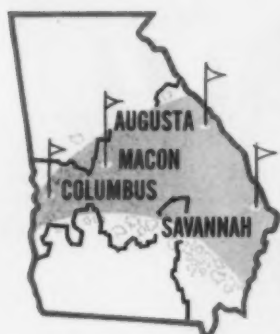
No magazine enthralls teen-age girls like SEVENTEEN. They believe in it completely, read it thoroughly—including the ads. Starch studies of advertising readership in 11 comparable magazines show that advertisements in SEVENTEEN are the best read.* Still more important, 65.2% of SEVENTEEN's 5,100,000 monthly readers can tell of specific purchases from its pages.** Advertisers place more linage in SEVENTEEN than in any monthly magazine for women because SEVENTEEN is the one magazine that covers the Youth Market.

*Starch Adnorms Report, 1960 **Gilbert Youth Research

it's easier to **START** a habit than to **STOP** one!

SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • PLaza 9-8100





Play this '2 billion fairway with the Georgia Group

Win Georgia's great \$2 billion market with the bigger, more powerful Georgia Group . . . the Augusta, Columbus, Macon and Savannah newspapers. Now 84 counties big, the Georgia Group market has a total population of 1.7 million . . . half the state of growing Georgia! This winning foursome is a package buy. It's yours with one order, one bill, one check . . . and 13% savings on 10,000 lines or more. Call your local Branham representative for full information.

THE Georgia Group

SAVANNAH News and Press

AUGUSTA Chronicle and Herald

COLUMBUS Ledger and Enquirer

MACON Telegraph and News

Represented nationally by THE BRANHAM COMPANY

KvIL

music is first
in Dallas' silk stocking row!

Represented
nationally
by the
Headley-Reed Co.



Media/dates

NOV.

- 13-16: Assn. of National Advertisers, The Homestead, Hot Springs, Va.
- 13-16: National Newspaper Promotion Assn., Sheraton Hotel, Rochester, N. Y.
- 14: National Business Publications, Jack Tar Hotel, San Francisco.
- 14-15: National Assn. of Broadcasters, Statler-Hilton, Washington, D. C.
- 14-16: Southern Newspaper Publishers Assn., Boca Raton Hotel, Boca Raton, Fla.
- 14-16: Broadcasters' Promotion Assn., Sheraton Charles, New Orleans.
- 16-18: Television Bureau of Advertising, Waldorf-Astoria, N. Y.
- 16: Associated Business Publications, Ambassador, Chicago.
- 17: National Business Publications, Sheraton - West, Los Angeles.
- 17-19: Junior Panel Outdoor Advertising Assn., Pittsburgh-Hilton, Pittsburgh.
- 21-22: National Assn. of Broadcasters, Edgewater Beach Hotel, Chicago.
- 28-29: National Assn. of Broadcasters, The Biltmore, New York.
- 30: American Assn. of Advertising Agencies, Statler Hilton, Detroit.

DEC.

- 13: Assn. of National Advertisers, Trade Support Workshop, The Plaza, New York.
- 28-30: American Marketing Assn., Coronado Hotel, St. Louis.

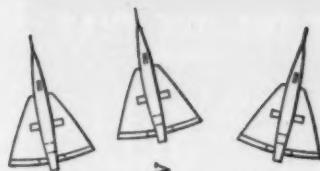
JAN.

- 6: American Marketing Assn., Marketing Management Seminar, University of Toronto, Ontario.
- 19: Assn. of National Advertisers, Advertising Evaluation Workshop, The Plaza, N. Y.

FEB.

- 1: Advertising Federation of America, Statler Hilton, Washington, D. C.
- 14-15: Assn. of National Advertisers, Cooperative Advertising Workshop, Ambassador, Chicago.
- 26: Business Publications Audit of Circulation, The Biltmore, New York.

ALL FLORIDA'S PRECISION SELLING!



FLEXIBILITY
CIRCULATION
READERSHIP

The Measure of ALL FLORIDA — TV WEEK Advertising Value

No other type of magazine offers the local immediacy of Sunday Supplements. No Sunday Supplement hits representative Florida with the impact of ALL FLORIDA - TV WEEK. No other Sunday Supplement offers the readership, circulation or flexibility of AF-TV Week in Florida.

1953 1954 1955 1956 1957 1958 1959 1960

1. READERSHIP ALL FLORIDA - TV WEEK has a longer life and double the advertising exposure of any Sunday Supplement in Florida.*

2. CIRCULATION ALL FLORIDA - TV WEEK has grown phenomenally since its introduction in 1953, to a current 554,466.** Florida's largest ABC circulation, in the nation's fastest growing State, a State which 1950 - 1960 U. S. Census figures show jumped from 18th to 10th place. This gives the ALL FLORIDA - TV WEEK magazine a PENETRATION of 38.3% of the Florida market.

3. FLEXIBILITY You can buy one, several, or all five regional zone editions with complete local TV program listings.

* based on a survey prepared by First Research Corporation.

** ABC newspapers carrying ALL FLORIDA, based on ABC audits of publishers reports for 6 months period ending March 31, 1960.



"THE BEST BUY IN THE BUSINESS," says Dick Pope, owner of famed Cypress Gardens and long time advertiser in ALL FLORIDA - TV WEEK magazine.

A.F.M.

The Largest Circulation In Florida
The Largest Circulation In The South

Distributed In 18 Newspapers

DAYTONA BEACH Sunday News-Journal, DELAND Sun News, FORT MYERS News-Press, GAINESVILLE Daily Sun, JACKSONVILLE Florida Times-Union, LAKELAND Ledger, LEESBURG Daily Commercial, MELBOURNE Times, OCALA Star Banner, PALM BEACH Post-Times, PANAMA CITY News-Herald, PENSACOLA News-Journal, SARASOTA Herald-Tribune, ST. PETERSBURG Independent, TALLAHASSEE Democrat, TAMPA Times, WINTER HAVEN Daily News-Chief, FT. PIERCE News-Tribune.

Represented nationally by JOHN H. PERRY ASSOCIATES

NEW YORK, 36, 19 W. 44th St., Tel: Murray Hill 7-5047, William K. Dorman, Gen. Mgr. CHICAGO 4, 224 South Michigan Ave., Tel: Harrison 7-4008, Robert A. Mitchell, Mgr. DETROIT 2, 7-268 General Motors Building, Tel: Trinity 5-1803, John F. Cole, Mgr. PHILADELPHIA 7, 12 South 12 Street, Tel: Walnut 2-3555, Robert Hitchings, Mgr. SAN FRANCISCO 4, Russ Building, Tel: YUkon 1-1281, Louis J. Rubin, Mgr. ATLANTA 3, 411 Glenn Building, Tel: Murray 8-3988, J. D. Whitehead, Mgr.

BUY THE ONE THAT

**SELLS
IN THE
FARM
YOUTH
FIELD**



The National
Future Farmer
Owned and Published by the Future Farmers of America

**For farm products
For teen-age consumer products**

Unique—because it sells goods, both consumer and farm, in a convincing way. Reason? Future Farmers have their own incomes—they buy! Their annual personal income already averages \$1,139.99.

Circulation is equally solid. All paid subscription—not blanket membership. These 275,000 readers, all studying agriculture in school, help determine farm purchases; with their own incomes they are big spenders on consumer products.

Write or phone for more information.

All Male All Farm Ages 14-21
All Subscription National Coverage
275,000 guaranteed, circulation
**It is easier to sell a boy
... than to unsell a man.**

The National
Future Farmer

Owned & published by the Future Farmers of America
BOX 29, ALEXANDRIA, VIRGINIA
PHONE ROCKWELL 8-1212

PERSONNEL CHANGES

NAME Agencies	FORMER COMPANY AND POSITION	NEW COMPANY AND POSITION
Eleanor Accles	Adams & Keyes, Inc., Media Buyer	Cunningham & Walsh, Inc., Supv., Media Services
Guy Ahearn	Young & Rubicam, Inc., Outdoor Buyer	Ogilvy, Benson & Mather, Media, Supv., Outdoor
Paul Bures	J. Walter Thompson Company, Senior Broadcast Buyer	Ogilvy, Benson & Mather, Senior Broadcast Buyer
Jack K. Carver	Doherty, Clifford, Steers & Shenfield, Assoc. Media Dir.	Lennen & Newell, Assoc. Media Dir.
Vincent J. Daraio	Hicks & Greist, Inc., Time Buyer	Hicks & Greist, Inc., Vice President
Edna Erickson	Cole & Weber, Inc., Seattle, Space Buyer	Cole & Weber, Inc., Dir. of Media and Mkt. Analysis
Lawrence D. Gibson	American Molasses Co., Mkt. Resch. Dir.	Donahue & Co., Inc., V.P., Resch. Dir.
Gary W. Harm	Kerker-Peterson, Minn., Asst. Media Dir.	Kerker-Peterson, Minn., Media Dir.
M. J. Holmes, Jr.	Richmond Division, Rheem Mfg. Co., Asst. Merch. Mgr.	J. M. Mathes, Inc., Media Buyer
Champ C. Humphrey ..	Gardner Advertising Co., St. Louis, V.P., Account Service	Gardner Advertising Co., St. Louis, Exec. V.P.
Harvey M. LaTerre	National Broadcasting Co., Coordinator of Sales Devel.	Ogilvy, Benson & Mather, Media Supv.
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Robert R. Riemenschneider	Gardner Advertising Co., St. Louis, Media Dir.	Gardner Advertising Co., St. Louis, V.P., Media Dir.
Stephen Salonites	Television Personal Interviews, General and Sales Manager	Ogilvy, Benson & Mather, Inc., Media Resch. Supv.
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WHAT IS ADVERTISING "EFFECTIVENESS"?

WHAT SUBJECT IS of most interest to readers and prospective readers of MEDIA/SCOPE? Audits & Surveys recently conducted for us a survey among both agencies and advertisers, and found that leading a list of 28 possible subjects was this: "Measuring the Effectiveness of Advertising."

This is not too surprising, of course, because why should not persons who are spending their lives in advertising be ultimately interested in the effectiveness of what they are doing? This concern has been shown in many areas, as in the programs of the Advertising Research Foundation, where the conferences for the past three years have been mainly concerned with this topic.

But what is meant by advertising effectiveness? In the interests of defining the term, the question might be asked, "Effectiveness in doing what?" At the risk of oversimplification, it might be considered that advertising has missions in two main areas, where the objectives are different.

Product advertising has as its purpose the creation of a favorable attitude toward the product on the part of consumers or the actual inducement of them to buy.

Public relations advertising (or good-will, institutional, corporate-image advertising, call it what you will) has as its purpose the promulgation of an idea. This idea may be simply a more favorable attitude by employees, security holders, government officials, customers, or the general public toward an advertiser's business philosophy and principles. It is not usually coupled with the direct offer of goods or services.

It is easier to measure the effectiveness of public relations advertising than product advertising. Although a public relations message may be more complex than a message about the simple virtues of dentifrices or dog foods, its acceptance is not complicated in the mind of the audience by price, availability, flavor, dealer enthusiasm, competitive technological improvements, or any of the other factors that affect the consumer's acceptance of a product. For this reason, the effectiveness of public relations advertising can frequently be measured ade-

quately by public opinion polls, in which the target audience's attitude can be probed by deft questions.

The measurement of the effectiveness of product advertising is a much more complicated business. One of the speakers at the ARF meeting last month told how DuPont had been able to measure the effectiveness of its advertising in helping to establish brand share of a market. Although this experiment was costly and lasted for several months, the speaker admitted that no effort had been made to gauge various factors that might have influenced the power of the advertising, such as merits of media, changes in product quality characteristics or packaging, changes in the general economic pattern of consumption.

It is the influence of *many* related factors that makes it so hard to judge the *selling effectiveness* of an advertising campaign, and the factors change with every new campaign that is launched.

However, there are some parts of the problem that can be judged more simply and relatively accurately.

One is *copy effectiveness*. Is an advertisement seen and read? Is a broadcast commercial heard or seen? Can the message in either be recalled? Do these messages convey believability; are they convincing?

One is *media effectiveness*. How does a medium, and how do different media, relatively, secure exposure for the message, give it an opportunity to be seen or heard? And, of course, there are many other factors in respect to media effectiveness, such as those characteristics of audiences that are of most value to individual advertisers.

The attention of readers of this issue of MEDIA/SCOPE is invited to four items that touch upon these matters: "Media Performance vs. Copy Performance," by Alfred Politz; "How to Count the Readers of a Business Publication," by Howard G. Sawyer; the account of last month's conference of the ARF under the title, "Management Challenges to Research," and "Which Medium Sold More Flowers?" by Dr. Jaye S. Niefeld.

MEDIA/SCOPE will never present the problem of advertising effectiveness complete in one issue, but over all its issues it will keep on chewing at the problem.

Today we want to concentrate on figures



Forget the features. The Ladies' Home Journal already has the best ones in the bag. / Today we're talking figures. The Journal like any lady, rarely throws her chest out - but her statistics will knock your eye out. As reported by ABC for the six months ending with June, the Journal has the largest circulation of any women's magazine...averaging 6,279,365. She also has the largest average number of subscriptions (4,586,086) and the most newsstand sales (1,693,279). / She was beautiful in July and August, breath-taking in September: newsstand sales measured over 1,900,000*. October's total smashed every record for every woman's magazine: 6,548,000*. On the average, every issue of the Journal this year is bought by 500,000 more women than the corresponding issue last year. / All of which means that the Journal is stacked in the advertiser's favor.



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